

# Chemist & Druggist

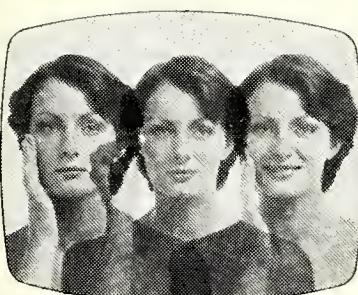
Benn

MAY 14 1977

THE NEWSWEEKLY FOR PHARMACY



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## Photographic

SPECIAL SECTION

**PATA urges  
'constant  
vigilance'  
on RPM**

**Charter  
medallists  
named**

**Members'  
view of STV  
to be sought**

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# Chemist & Druggist

The newsweekly for pharmacy

14 May 1977 Vol. 207 No. 5066

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# Comment

## In defence of RPM

The upward trend in the number of traders price-cutting on medicines continued in 1976, according to the annual report of the Proprietary Articles Trade Association (p672). A total of 273 were dealt with by the Association during the year—a disturbing figure for all who are concerned to see that a comprehensive range of medicines remains available to the public, whether for over-the-counter sales or on prescription.

The advantages to the public of resale price maintenance on medicines were argued successfully (but at some considerable expense) before the courts. Yet it sometimes appears that the industry and the professional interests that support it are failing to ensure that the manufacturers' price-maintained terms are indeed upheld at all points in the distribution chain.

Some "ethical" wholesalers seem to be less than open about the discounts they allow, and some OTC manufacturers offer such extensive inducements to increase wholesaler and retailer orders that it is hardly surprising that there is pressure on "maintained" prices. Both should reflect carefully on what a breakdown of RPM would mean for themselves, their customers—and particularly the public.

For let there be no mistake, a breakdown in OTC medicines RPM will be used as a wedge to break down RPM on prescription medicines. And that is something neither the industry nor the patient can afford.

The PATA is the clearing house for information on price-cutting; its call for both finance and active support from general practice pharmacy in "reporting, keeping under observation and making test purchases", is one that must be heeded by all to whom it is addressed.

## Back in the picture

Photographic equipment, in company with electrical goods, has been a major target for price-cutters since the ending of RPM. Chemists, a traditional outlet, soon found they could buy far more cheaply through the pages of the amateur photographic Press than they could from their own wholesaler—or even direct from the maker or importer when orders were anything less than massive.

The competition went so far that suppliers were forced to introduce the concept of "minimum advertised price"—anything below and the supplier had doubts that the customer would be able to meet his liabilities! While that has created some stability it is still difficult for the chemist to return to this market. Yet there is scope for those who would commit themselves to the effort, as we report from Cumbria in our special photographic section this week (p691).

Likewise, the competition of mail-order, free films and cut prices has pushed many chemists into the background of the d&p market. Again, there is a great deal of support available to any willing to exploit that particular asset of the pharmacy—personal, well-informed service. Many a processing laboratory had its origin in a corner chemist's back room; today the emphasis must be on front shop and window if the public is to know that the service still exists.

# Numark put title back in their advertising

The Numark national Press advertisements are again carrying the words "Sponsored by Independent Chemists Marketing Ltd."

This wording was dropped nearly two years ago after the Pharmaceutical Society warned the advertisers that "the use of restricted titles was still considered by the Council to be an implied advertising of professional services, which covers the inclusion in advertisements of the company title Independent Chemists Marketing Ltd" (*C&D*, August 9, 1975, p176).

The latest Numark advertisement, published in the *Daily Mirror* on May 6, listed this month's promotions and said "Cut the cost of living—at your local Numark shop." The company title appears in small print below the Numark logo.

No-one from ICML was available for comment at the time of going to press but it is understood that the decision to re-introduce the wording was taken by the ICML board.

Two years ago, the National Pharmaceutical Union carried out a postal referendum among its members to establish the degree of support for the Executive Committee's view that the description "chemist" should be permitted in advertising of non-professional services. Although under half the membership voted, the response was four to one in favour of using the title. But at the 1975 meeting of the Pharmaceutical Society Branch Representatives (before Council's warning to ICML) there was an overwhelming vote against any relaxation of the ban on the use of either "chemist" or "pharmacy" in advertising.

Recently, however, some Numark members—those wishing to see a more aggressive bid for over-the-counter trade now being lost to other outlets—have expressed concern privately that their premises are identified merely as "shops" in the group's advertising. The change in policy appears to be a reaction to that view.

## Constant vigilance against medicine price-cutting

There must be constant vigilance to guard against price-cutting of medicines, believes Mr R. S. Clapton, president of the Proprietary Articles Trade Association.

He told the Association's annual meeting last week that there was no room for complacency either from PATA or individual members. During 1976 an increase of 30 price-cutting traders had been reported, making the total number dealt with 273—"a story of success in the field of resale price maintenance". Although the increase was smaller than in 1975 it was an upward trend which called for constant vigilance.

Prices were corrected in 211 of these cases and the remainder would be "pursued

vigorously" until the price-cutting ceased. For the first time in two years a price-cutting trader was taken to court, where the defendant agreed to pay £300 costs and gave permanent undertakings not to sell the pharmaceutical products of Nicholas Laboratories Ltd in breach of any condition as to their retail price. Mr Clapton commented that this case was "of immense value to the work of PATA and more cases of this sort would act as a deterrent to others and do much to reduce the number of cases of price-cutting throughout the country."

This work could not continue without adequate finances, he warned. "Notice of increased subscriptions has been sent to all members, together with an appeal for contributions to a fighting fund to clear our overdraft and give us some reserve to enable us to meet any contingency which may arise in future." The fund had reached £2,600.

PATA's manufacturer members numbered 41 on December 31, 1976, a drop of four over the previous year; the wholesale section increased by one to 17 and affiliated wholesaler members reduced by eight to 47. Retail members fell by 32 to 6,153.

## Runaway lorry smashes into Scottish pharmacy

A driverless runaway lorry crashed into the front of a Scottish pharmacy last week, after knocking down an elderly man who later died in hospital.

Mr J. M. Hay, proprietor of G. Fyfe, High Main Street, Dalmellington, Ayrshire, told *C&D* that two front windows

were broken, the aluminium frame buckled and the whole fascia torn off. No stock was seriously damaged and nobody in the shop was hurt although one passer-by jumped into the shop to avoid the lorry. Business was only slightly interrupted, mainly due to the lorry partially blocking the door leaving some enterprising and eager customers to enter by the window.

## Boots move into USA

Boots Co Ltd have reached agreement to acquire all outstanding stock in the Rucker Pharmacal Co Inc of Shreveport, Louisiana, it was announced as *C&D* went to press. The purchase involves a total of \$25 million. Rucker manufactures and markets prescription products and Boots say their objective is "to establish a corporate presence in North America with particular reference to marketing of pharmaceuticals". The agreement is subject to approval by Rucker's stockholders.

## Support for course

Over 80 Scottish pharmacists have expressed interest in a correspondence course in pharmacy.

The course, intended primarily for those pharmacists unable to attend existing post-graduate courses, would start in autumn 1978 (last week, p626). Some 2,800 members were asked to tell the Pharmaceutical Society's Scottish Department if they approved of the idea. The response has indicated that it is worth going ahead with more detailed plans.

## Chemists' March sales

Retail sales by chemists and photographic goods dealers were 14 per cent higher during March than in the same month last year, according to Department of Industry statistics. The new sales index for all chemists was 196 (1971=100) while that of all business was 204, an increase of 14 per cent. Independent pharmacies' sales rose 9 per cent to an index of 161 whereas independent retailers generally had a 12 per cent increase to 183. Figures for multiples and Co-operative societies are not given and NHS receipts are excluded.

Beecham Toiletries sales force and chemists relaxing by the poolside of the Hotel Gran Tinerfe, Tenerife, as guests of Beecham management. All are prizewinners in the latest stage of Beecham's large-scale Breakaway competition. Left to right: Mr Sid Whiteside, Beecham national accounts manager; Mr Chris Smith, MPS, managing director Cyril H. Smith Chemists Ltd; Mr Ken Smith, managing director Supersave, Wolverhampton; Mr Dave Watson, Beecham specialist salesman; Mr Joe Ellaby, managing director J. A. Ellaby Wholesale Co Ltd, Ilkeston; Mr Jeff Ward, Beecham retail pharmacist representative; Mr Graham Medforth, Beecham representative



# STV: views of members to be sought

Pharmaceutical Society members' views on the single transferable vote system are to be sought on the 1978 ballot paper.

At this month's meeting Council considered a proposal that the voting paper for the Council election should contain a box in which the voter might indicate whether or not he approved of STV in Council elections.

Mr D. Sharpe proposed that the idea should be implemented in the 1978 election, and Mr J. E. Balmford pointed out that the system was to be reviewed after the third election held under it, and he did not think Council could decide, on its own, the merits of the system. Mr Darling thought the outcome of the debate on the subject at the forthcoming branch representatives' meeting should be awaited. Mr J. Bannerman, pointed out however that it was a BRM that had proposed the system in the first place.

Opposing the suggestion, Mr J. Kerr said Council might take a different view from the membership. Members might judge the system on whether or not it secured the election of their preferred candidates, while Council might consider representation of different aspects of pharmacy. When put to the vote, however, the proposal was adopted.

## Charter medallists

Professor A. H. Beckett, is to receive the Charter Gold Medal and Mr Murray Howitt, the Charter Silver Medal of the Pharmaceutical Society for 1977.

## 37 practice papers

A total of 37 offers of practice research papers for the British Pharmaceutical Conference at Sheffield have been received it was reported to the Pharmaceutical Society's Organisation Committee last week. So far 23 have been received and submitted to the adjudicating panel for assessment. [The C&D Medal is to be awarded for the best contribution to the session this year—Editor.]

The Organisation Committee recommended, and the Council agreed, that the chair at the practice research session should be taken by the chairman of the Practice Committee.

From 1978 onwards, members at the Conference will be charged for preprints of Science communications and professional and symposium papers. The Organisation Committee was told that the estimated subsidy by the Society for providing and distributing the preprints would be £936 in 1977 and would have been £1,069 in 1978.

Gillette are again providing the Australian cricket tourists with a baggage van and baggage master as they set off on their five month tour of the country. Pictured at Lords at the start of the visit are (left to right) Mr Len Maddocks (tour manager), Mr Greg Chappell (captain), Mr Tony Smith (baggage master) and Mr Rodney Marsh (vice-captain)



## Lawyers able to provide services throughout EEC

Lawyers in the European Economic Community will be able to provide their services in any of the member states from March 22, 1979.

This right differs from the right of establishment which, for instance, enables doctors as from December 1976, to set up a practice anywhere in the Community. The latter entails mutual recognition of qualifications and diplomas which, as yet, remains a distant objective for the legal profession.

The present Directive, adopted by the Council of Ministers last month, is based on the mutual recognition of the status of lawyer as defined in each member state. In Britain's case this includes advocates, barristers and solicitors. A lawyer providing services is exempt, in the host state, from any condition requiring residence or registration with a professional organisation. But in exercising the right to represent and defend a client before the courts or public authorities, he must practise under the same conditions as lawyers established in that state. Thus he is subject to a dual code of professional conduct, that of the host state and that of the state from which he comes.

It is understood that the pharmaceutical profession is unlikely to get a Directive on provision of services without right of establishment. Discussions are taking place on proposals similar to those obtained for doctors, covering both aspects.

## Anti-dumping investigation into lanolin derivatives

The Department of Trade is to conduct an anti-dumping investigation into imports of liquid absorption base lanolin derivatives from the USA, following an application under the Import Duties (Dumping and Subsidies) Act 1969. A summary of the applicant's case will be made available to interested parties who give an undertaking to treat it in confidence.

Any representations which interested parties may wish to make in connection with the application should be submitted in writing not later than May 31. Such representations in summarised form and

without attribution to the source may be passed to the applicants for comment. Those making representations should stipulate any points they do not wish to be disclosed.

Requests for a copy of the statement, together with an undertaking in the terms set out above, should be sent to the Department of Trade, General Division, Room 326, Kingsgate House, 66/74 Victoria Street, London SW1E 6SH.

## Drug prices reply soon?

Discussions on prescription pricing are still continuing between the Pharmaceutical Services Negotiating Committee, the Association of the British Pharmaceutical Industry and the Department of Health and Social Services (C&D, April 9, p484). However, Mr J. Charlton, secretary, PSNC, expects a reply from the Department before the next Committee meeting on May 25, on the request for all drug price increases to occur on the first day of each month, with a shorter interval between the increase and the corresponding payment to contractors.

## Concession on VAT

The Government has tabled an amendment to the Finance Bill under which the level of turnover at which registration for VAT becomes compulsory would be raised from £5,000 to £7,500. Implementation would not be until October 1 to allow the necessary administrative arrangements to be made.

Registered traders have previously been allowed to apply for deregistration only if the past or anticipated future turnover has been below £4,000. This figure would be increased to £6,000 from October 1.

## Contraceptive Bill fails

An attempt to change the Irish Republic's birth control laws was narrowly defeated last week.

The Senate defeated by 23 votes to 20 the second stage of the Family Planning Bill which would have legalised the right to family planning information while controlling the sale, manufacture and advertising of contraceptives. Present legislation permits contraceptives to be imported for personal use but does not allow their sale.

# Conviction for theft leads to a reprimand

A pharmacist who stole goods from a pharmacy where he was previously employed was reprimanded by the Pharmaceutical Society's Statutory Committee this week.

Mr Derek Henry Lambert, of Langley Parade, Langley Green, Crawley, Sussex, was told by the chairman, Sir Gordon Willmer, that they would not strike him off the Register. But they could not do other than administer a reprimand in view of his "disgraceful behaviour" which he was now the first to acknowledge.

The case had been adjourned twice since Mr Lambert originally appeared before the committee in October 1975. Mr Lambert had been convicted of stealing goods from a pharmacy in Northbrook Street, Newbury, and it was also alleged that he had stolen money from prescription charges paid by customers. At that hearing the committee was told that Mr Lambert had done it to "get back" at his employer, whom he felt had treated him badly. As it had been Mr Lambert's first job after qualifying, the committee adjourned the hearing to give him the chance to go straight.

This week Mr Lambert told the committee: "Nothing like that will ever happen again as long as I am a pharmacist."

#### Qualified in India not UK

Earlier Sir Gordon Willmer had said the committee was far from satisfied with a New Cross pharmacy run by a couple qualified as pharmacists in India but unqualified in the UK.

The company, Rashmi's Ltd trading as Mansells of New Cross Road, London, and the former superintendent pharmacist Mr Jadavji Patel, of Stuart Avenue, Kingsbury, appeared before the committee to answer allegations of misconduct. Sir Gordon adjourned the case for 12 months and ordered that the pharmacist manager and one of the directors—about to qualify as a pharmacist—should be added as parties to the case. He ordered that the Society's inspectors should keep the shop under observation until the next hearing.

Mr Josselyn Hill, for the Society, said Rashmi's Ltd was convicted at Camberwell Green Magistrates Court in August 1976 of selling a Part 1 poison in the absence of a qualified pharmacist. The company had pleaded guilty and was fined £25 with £40 costs.

The unqualified director, Mr Rashmi Vora, had now passed his final examination in pharmacy in Britain and his wife was at present studying for her finals in pharmacy.

Mr Patel, who qualified in 1972, said Mr Vora arranged the rota of evening pharmacists and had been told to telephone should a pharmacist not turn up, when he would do the evening duty himself.

self. Both Mr and Mrs Vora had qualified as pharmacists in India.

Mr Ian Gearing, for both Rashmi's Ltd and Mr Patel, said that on the evening the sale occurred the duty pharmacist had not turned up because he was ill, but had not telephoned Mr Vora to say he was not coming in.

## Changes sought in Bill to control pregnancy tests

The Pharmaceutical Society is seeking changes in the Abortion (Amendment) Bill—at present before Parliament—which would require pharmacies to be licensed and inspected before carrying out pregnancy tests.

The Society has pointed out to Sir Bernard Braine, one of the Bill's sponsors, that pharmacies already have their own inspectorate and that Part III of the Medicines Act, when implemented, would provide even further regulation. Sir Bernard has agreed to put the matter to the committee stage next month.

Dispensing doctors are already exempt from the Bill's licensing provisions. Miss Maureen Tomison, the Society's head of publicity, told C&D that the implications of the clause in question seemed to have been an oversight on the part of the sponsors and she hoped there would be no difficulties in having it amended to exclude pharmacies. "As far as the Bill is concerned it is clearly a minor amendment but it could be of vital importance for pharmacists."

## Voluntary safety labelling for photo chemicals

Proposals for voluntary safety labelling on photographic chemicals have been announced by the British Photographic Manufacturers' Association.

A number of hazard labelling schemes for transport of dangerous chemicals exist and the photographic industry must

abide by them. But transport hazards do not equate with consumer hazards and BPMA decided to base the scheme on the Packaging and Labelling of Dangerous Substances Regulations due to be introduced in the UK by early 1978.

The Regulations only apply to single chemicals and certain solutions (not to mixtures such as photographic formulations) and specify hazard symbols, phrases detailing the handling risks, and phrases detailing safety precautions to be taken.

Under the voluntary proposals symbols would not normally be used on the labels of photographic formulations because the degree of hazard is lower than in the case of chemicals. Appropriate phrases, however, would be used. This should confer a considerable degree of uniformity to the labelling and enable users to become more familiar with the hazards and safety precautions required.

Because the scheme is largely voluntary no pressure would be exerted on manufacturers to change all labels by the set date. It is proposed that manufacturers incorporate the new warnings when labels are reprinted or new labels introduced. In the few cases where there would be a legal requirement changes must be made by the implementation date. BPMA welcome comments from users or trade associations to 8 St Bride Street, London EC4A 4DA.

## BNF amendments

The following amendments to the British National Formulary are effective at once, with the exception of those on pages 389 and 391 which are effective from May 28:

*Page 32 (Emergency Treatment of Poisoning)—telephone number for Cardiff Poisons Information Bureau: for "0222 33101" read "0222 492233".*

*Page 41 Preparations, page references for Methylcellulose Granules and Phosphates Enema: for "220" and "276" read "227" and "220" respectively.*

*Page 234 Corticotrophin CMC Injection, BPC preparation no longer available.*

*Page 268 Dicyclomine Elixir, BPC, pack size: for "150ml" read "125ml".*

*Page 291 Clomiphene Tablets, title: add "BP".*

*Page 319 Diphtheria and Tetanus Vaccine, BP, dose—second line: delete "or two doses of the adsorbed vaccine."*

*Page 389 Mouth-washes: add "Chlorhexidine Mouth-wash, DPF"; solutions: delete "Chlorhexidine Solution, Alcoholic, BPC".*

*Page 391 After monograph of "Tetracycline Mouth-bath" insert the following:*

**"Chlorhexidine Mouth-wash"**

Chlorhexidine Gluconate solution ... 1ml

Alcohol (95 per cent) ... 7ml

Purified Water, freshly boiled and cooled 100ml

It may contain suitable colouring and flavouring.

Directions for use: To be used undiluted."

The first list of corrections and amendments was published last year (C&D, October 16, 1976, p528).

Wilkinson Sword Ltd have donated scholarships worth £10,000 to four young British fencers to help train them to Olympic standard by 1980. Mr Denys Randolph, chairman (right), presented certificates to Mrs Mary Glen Haig, president of the Amateur Fencing Association, at the BBC "Grandstand" studios last week. Also pictured is Bob Wilson of "Grandstand"





# Now's your chance to get a few drinks in.

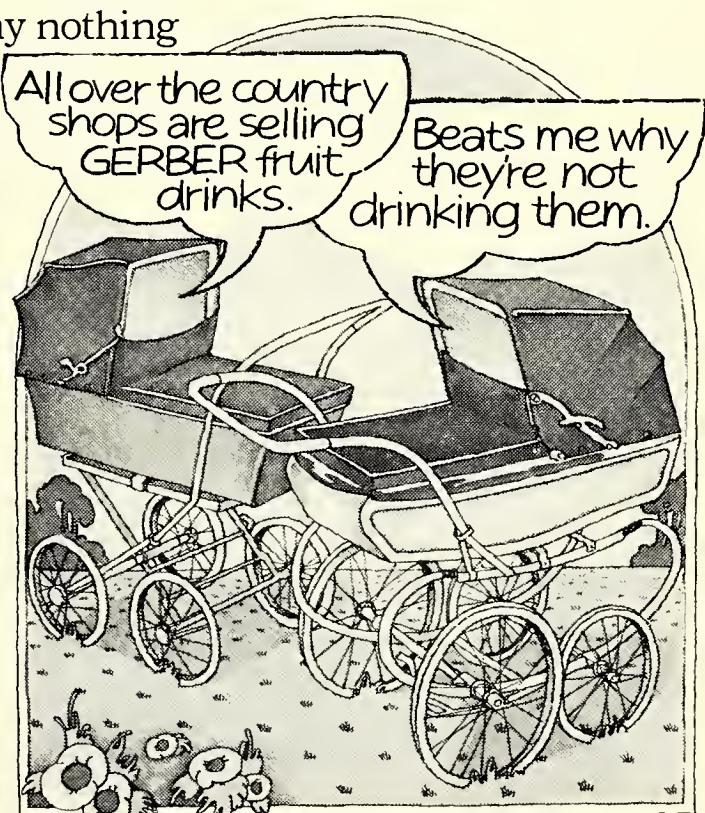
The baby fruit drink market is a big one, worth £4½ million. That's why the new Gerber fruit juices and syrups range is going to mean a lot to you.

If you stock up with these six fresh faces from the new Gerber range, you're bound to get your share of the big money to be had.

Each variety has the same competitive price — for a whole month's supply of Vitamin C — and the same bottle and outer. That way nothing could be simpler to stock and merchandise. And with Gerber's national advertising support, nothing could be simpler to sell.

So get them in now.

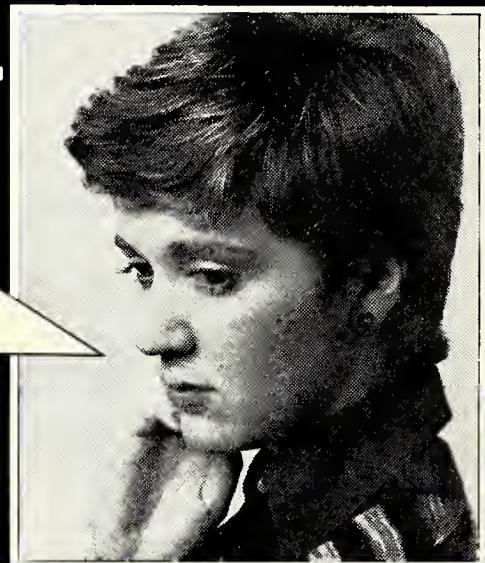
And fill your shop with happy mums.



**Gerber** Well worth the extra.  
TRADE MARK

# Every week about ½ million people ask themselves this question.

**"WHAT CAN I GIVE THEM FOR THEIR BIRTHDAY?"**



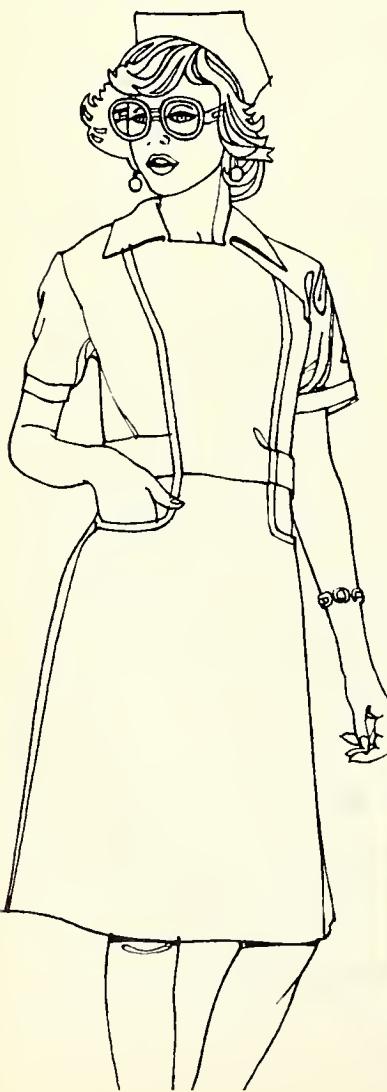
## Chemist Gift Tokens provide the answer.

And not just for birthdays either. Millions of gift purchases are made every day of the year—for weddings, births, anniversaries, engagements and so on. Already over 2000 chemists throughout the U.K. have found that there are millions of good

reasons to stock Chemist Gift Tokens—the perfect answer to all gift problems.

If you would like to provide the answer too, contact Sangers Services Ltd., 102 Morden Road, Mitcham, Surrey. Tel: 01 640 7142.

**IMPORTANT NOTE:** Whether or not you are a current stockist Sangers will redeem all Chemist Gift Tokens.



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Perfect for your Busy Day.  
Princess style with pen breast pocket and two side pockets. Back zip opening. A pretty belt, buttons at the back. Made from our special luxury easy care fabric-KOOLTRON. Colours: White, Navy, Lt. Blue. Sizes: (10-24)—or

hip sizes: 34-48.

**MARC (Style X13)**  
The Classic Zip Jacket.  
Well cut and comfortable.  
Has a top pen pocket and two side pockets. This jacket is made from hard wearing white KOOLTRON Polyester/Cotton fabric. Sizes: 34-46.



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# People

# Topical reflections

BY XRAYSER



Mr Reg Lacey with his wife at a dinner to celebrate his 40 years' service with Wella. He was presented by the chairman and managing director, Mr O. H. Graulich, with the Franz Stroher gold medallion which is traditionally awarded to long-serving members of the company. Mr Lacey joined Wella Rapid Ltd, as it was then called, as advertising manager in 1937 and is now the longest serving employee. He proposes to retire in mid-1978

**Mr William Hall, MPS**, of 2 Woodland Gardens, North Wootton, Kings Lynn, is now chairman of Kings Lynn and District Round Table and his term of office marks the organisation's 50th year. He has been Tabler for 14 years.

**Dr Theresa McCarthy and Mr Michael Spencer**, have won the 1977 Leo EEC travelling fellowships. Dr McCarthy, principal radiopharmacist, New Addenbrooke's Hospital, Cambridge, intends to investigate the practice, research, education and location of preparation sites of radiopharmacy in the EEC. Mr Spencer, quality control pharmacist, Leeds General Infirmary, plans to visit drug plasma level monitoring units in Holland with a view to developing similar pharmacy services in the UK.

## Deaths

**McMaster**: Suddenly on May 5, Jamesow McMaster, MPS, 34 Ancaster Drive, Glasgow G13. He qualified in 1947.

**Tew**: Recently, in Derby at the age of 100, Mr Arthur Wilson Tew, who from 1928 until 1963 had a pharmacy in Main Street, Kirby Muxloe, Leicestershire. He began training when he was 18, qualified as a pharmacist in 1914, and was still working at the age of 87. In the last war a landmine wrecked his shop but he carried on business temporarily in a cricket pavilion moved from the local ground.

## Images

Pharmacists up and down the country will now be deciding what they are to do in the matter of the election of seven members of Council of the Pharmaceutical Society. (I am not quite sure of the location of the Electoral Reform Society to which the voting papers are to be returned, or is it simply that the Post Office has mislaid 6 Chancel Street? The voting paper informs me that that is London SE1 0UX, while the envelope itself is of the opinion that Chancel Street is SE1 9YP.)

The statements of policy of the candidates indicate the problems of the day which include the necessity of planning of the practice of pharmacy; for the need to improve our professional image; for a united front; for unity of purpose; for the need to be united with each other and, in our daily work, to give the real image to our profession. I find that twenty years ago it was necessary to speak with one voice. Five years later the need was for unity, for public relations and for the promotion of images. A few years later, the public image of the pharmacist was discussed at a Franco-British meeting, while candidates for Council were offering planned distribution of pharmacies; unity; public relations and improvement of images, both public and professional.

The promotion of images is still very much in the news after all those years, and Miss Maureen Tomison, the Pharmaceutical Society's head of publicity, has added her voice to the chorus in an address at Cirencester recently, in which she urged pharmacists to come out from their dispensaries and do more to promote their own images (p589). She told the meeting that there was a limit to the amount the Society could do to enhance pharmacy's image in the eyes of MPs and the media. Over the years, the image has been illusory, but it may yet become a projectile.

But to return to the ultimate destination of the voting paper, I am not sure that I fully approve of its going to an agency such as the Electoral Reform Society. I am unable to give any specific reason for what may be only an instinctive feeling—probably born out of the fact that I am far from convinced that the system advocated by that body (and accepted by the Council) is wholly suited to our purpose. It is, however, experimental and only on probation at present (see also p673).

## Cost of drugs

In a question in Parliament, Mr Warren asked the Secretary of State for Social Services if he would draw the attention of the public to the escalating cost of prescriptions by arranging for their cost to be written on the labels at the time of issue from pharmacies. In reply, Mr Moyle said that that was among a number of possible means of informing the public about the cost, uses and limitations of modern drugs which is under consideration and which he would be discussing with the professions concerned. This is not the first time that such a suggestion has been advanced, and I think it is quite inept. The most important thing about a course of treatment is that it does what is required of it, utterly regardless of its cost.

Publicising its cost to the consumer on the label is not going to affect in any way the action of the drug. It might—and conceivably would—fluence the outlook of the patient if he were to compare notes with another patient in the doctor's waiting-room and discover that his condition had a very low price compared with that of his neighbour. The difference might be so large as to suggest that favour is being shown in the case of the possibly very expensive preparation. I hope that the professions concerned will reject the suggestion utterly. One of the basic principles of the Health Service was that cost of treatment did not enter into the transaction.

# Letters

## Resale price maintenance

With the greatest respect both Mr A. R. Ritchie (*C&D*, April 23, p557) and Mr D. Ward-Best (*C&D*, May 7, p661) have evaded the real issue—availability of comprehensive wholesale supplies, OTC as well as "ethicals".

All the low cost distribution schemes offer only a limited range of chemist counter products, some 2,500 lines, whereas a comprehensive wholesaler carries about 8,000, plus at least another 8,000 "ethicals". What is at risk, then, is the independent pharmacist's ability to obtain readily supplies of the less popular counter products in split outers—which alone are not profitable to the wholesaler but are essential if the independent pharmacist is to maintain his services to the public. Service would be the casualty of a breakdown in RPM on "ethicals" because we, the genuine comprehensive wholesalers, will be obliged to reduce our inventories.

**Gerald Brooks**

Managing Director  
Sants Pharmaceutical Distributors  
Stoke-on-Trent

## J. M. Rowson retirement

I should be grateful if through the pages of your journal I could draw to the attention of pharmacists the fact that in September of this year Professor J. M. Rowson will be retiring as chairman of the School of Pharmacy at the University of Bradford.

Professor Rowson is known both nationally and internationally for his work in several aspects of pharmacy, and during his seventeen years at Bradford has taken a prominent part in the regional and local branch activities of the Society. The Bradford and District Branch wish to mark his notable contribution to pharmacy, and accordingly a dinner and presentation will take place in his honour on Wednesday, June 29, at the Bankfield Hotel, Bingley, Yorkshire (tickets £3.95 each).

I am certain that many pharmacists and associates of Professor Rowson may wish to join us on this occasion, and I shall be pleased to supply further details regarding the dinner on request.

**P. A. Lin'ey**

Branch Secretary  
School of Pharmacy  
University of Bradford  
Bradford BD7 1DP

□ A warning of the potential hazards of ion exchange technology, and precautions necessary to avoid them, appear in *Amber-Hi-Lites*, 153, a technical quarterly from Rohm and Haas (UK) Ltd. Copies of Dr Robert Kunin's paper are available, free, from Rohm and Haas (UK) Ltd, Lennig House, 2 Mason's Avenue, Croydon.

Johnson & Johnson nurse, Susan Hampson, comes to the aid of a young Colombian girl who had cut her leg with a machete



## J & J sponsored nurse on expedition to Colombia

With medical help often eight hours away by boat, it was the locals not the members of the expedition who caused problems for Susan Hampson, the nurse sponsored by Johnson & Johnson on the recent All Women Expedition to Colombia. In several areas the local people had not seen a doctor or nurse for months and there were queues of would-be patients at the expedition's camp. Johnson & Johnson products are readily available throughout the area so the company's badge sewn on all Susan's shirts made her easily recognisable to the local people.

### Westminster report

## Cost of prescription forms

Mr Patrick Jenkin asked the Secretary of State for Social Services what will be the cost of providing a new set of doctor's stamps for prescription forms which include the FPC area concerned, as against the saving due to the cessation of printing headed prescription forms for each FPC area. Mr David Ennals replied that the once and for all cost of providing new stamps was estimated to have been about £30,000. Direct savings in printing costs from the introduction of a standardised form were estimated as £6,000 per annum; to this must be added unquantifiable savings from simplified handling and storage and greater flexibility in use.

The new NHS prescription form FP 10 Rev 76 had been made longer than the old one to meet the wish of the medical profession for an increase in the prescribing area on the form. The current size was the most economic non-international stationery size.

## Employment law

The Employment Protection Bill 1977 (HM Stationery Office, £2.75), published last week, consolidates the law concerning individual employment rights. It brings together rights which at present are contained in several statutes.

The following measures are consolidated: Redundancy Payments Act 1965, Contracts of Employment Act 1972, Trade Union and Labour Relations Act 1974 (insofar as it relates to the law on unfair dismissal), Employment Protection Act 1975 (but only Part II—Rights of Employees, and Part V (in part)—Miscel-

laneous and Supplementary Provisions), enactments which have amended certain parts of the above statutes. The Bill does not include provisions relating to trade unions, employers' associations and collective bargaining which will be dealt with later. It applies only to Great Britain.

## Rabies vaccine

The human diploid cell rabies vaccine manufactured by Merieux, France (*C&D* last week, p661) is available from laboratories of the Public Health Laboratory Service at Colindale (London), Aberdeen, Belfast, Birmingham, Cardiff, Dundee, Edinburgh, Exeter, Glasgow, Inverness, Leeds, Liverpool and Newcastle.

In a written Commons answer, Mr Roland Moyle, Minister for Health, said that human diploid cell vaccine compares very favourably with the current duck embryo vaccine since it does not sensitise the recipient. The antigenic response in prophylactic and post-exposure use is both good and rapid, and fewer injections are required than for duck embryo vaccine.

## Chemists' remuneration

Mr John Osborn asked the Secretary for Social Services what representations he has received from the "Pharmaceutical Society of Sheffield" to ensure that the chemists' scale of remuneration for prescriptions is altered, or doctors are asked to give more frequent and smaller prescriptions if local chemists are to avoid closure; and what action he proposes to take. [Mr Osborn is MP for Sheffield, Hallam, where a pharmacy was said to be threatened by over-prescribing—*C&D*, April 9, p486.] Mr Roland Moyle, Minister for Health, replied: "None."

# PHILIPS REPORT



**PHILIPS**

# Our go-anywhere shaver is really going places in the National Press.

From Mid-May right through to August we're mounting a massive campaign for our go-anywhere Battery Philishave in the National Press.

The Daily Mirror, Sunday Mirror, Sunday People, Daily Record, Daily Mail, Daily Express, Belfast Telegraph are just some of the papers running our eyecatching ads.

Over 80% of our target audience will see the ads



an average of nine times!

So don't be caught short. Check and see that you have plenty of Battery Philishave in stock before the campaign breaks.

Simply years ahead.



**There comes  
a time in  
every  
woman's life  
when she  
needs some  
one to get a  
good, firm  
grip of her  
legs.**

**And we're  
just the  
ones to do it!**

**Lastonet**



**LASTONET PRODUCTS LIMITED  
Redruth, Cornwall.**

Telephone: Camborne 714141 (std 0209)

## Trade News

### Remington advertise M3

Sperry Remington Consumer Products, Apex Tower, Malden Road, New Malden, Surrey, have scheduled what they describe as the "heaviest ever" television and Press advertising campaign in their history to begin on May 16 for their M3 triple action shaver system. Full page advertisements carrying the message "The ultimate shave—the first electric shaver that can shave as close as a wet razor" have been booked in the *Daily Mirror*, *Sun*, *Daily Express*, *Scottish Daily Express* and *Daily Record* and double page spreads will appear in the *Observer magazine*, the *Sunday Times magazine*, *Playboy*, *Mayfair* and the *Reader's Digest*. The company says that together these publications reach an accumulative readership total of 5½ million.

A series of television commercials will be screened nationally, running through into June. All the advertising highlights the results achieved from consumer research which showed that confirmed wet shavers who tested the M3 against their usual means came down heavily on the side of the M3 for closeness.

### Fly-tox system 2 advertised

Fly-tox system 2 (£1.26) recently introduced by Airwick (UK) Ltd, Manchester Old Road, Rhodes, Middleton, Manchester, will be advertised on national television this summer. The company describes the product as "the ultimate fly killer"; it can be used sequentially to give up to 16 weeks protection or both units can be used simultaneously to provide protection for up to eight weeks in larger rooms. Alternatively the units can be separated and used in different rooms. The units are reclosable when not required.

### Nivea Lady enters racing

Nivea Toiletries Ltd, Surbiton, Surrey, have entered the world of racing with sponsorship of an offshore power boat—the Nivea Lady. The company is planning to enter her for the major European Championship races during the forthcoming season and she will race in full Nivea sun preparations livery. Miss Southern Television will launch her at the Royal Motor Yacht Club, Poole Bay, Dorset and she will be entered in the Poole Bay race the same day. Nivea Lady is a Class III D 25ft Fletcher Arrowshaft offshore racing powerboat, with twin 175hp V6 Mercury engines.

### Dettol Nursing Awards scheme

This year's Dettol Nursing Awards scheme is to have a stronger professional involvement. Entry is by nomination of a member of the medical or paramedical professions only and each entrant must write up to 750 words on the theme: "A profession must constantly strive to increase its knowledge and repute". As

consumer nominations are no longer acceptable there will be no special Dettol packs advertising the Awards.

The 1977 Awards were launched at the Royal College of Nursing Congress and Exhibition in Bournemouth this week. Nomination forms are being inserted in the professional journals and around 6,000 posters will be displayed in hospitals. The last date for receipt of entries is August 19. Regional finals will take place in the week beginning October 17 and the national finals will be held at the Savoy Hotel, London, on November 15 and 16.

The Awards are divided into two sections, for qualified nurses and students. First prize in the former is £1,500, a miniature Dettol Sword Trophy, and expenses to attend the 1978 RCN Congress and Exhibition. The student winner will receive £750 plus a £500 educational grant to undergo further professional training. The Awards were launched in 1974 by Reckitt & Colman pharmaceutical division, Dansom Lane, Hull, in association with the Royal College of Nursing.

A car and caravan in the Dettol livery are competing in the 1977 Caravan Rally Championships. The company is sponsoring Team Cosford driver Peter Rowley and co-driver Terry Langford. The outfit consists of an RS3100 Ford Capri and a C1 Sprint 14 caravan.

### Self instruction programmes

Self-instruction programmes designed to allow medical representatives to study new product knowledge in their own time and at their own pace are available from Cambridge Consultants (Training) Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4BH. The object is to help manufacturers overcome the problems associated with "in-house" training methods which disrupt day-to-day work of field forces, require trained teaching staff and are rarely equally instructive for all members of the class, according to CC(T).

The programmes are specifically prepared for each client and on completion trainees, it is claimed, have a knowledge of a particular subject equivalent to that of the average overworked GP. Slide and tape programmes are also available. Initial discussions and detailed proposals are provided free to prospective clients.

### Clairol repackaged Born Blonde

Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks, have re-launched Clairol's Born Blonde hair lightener and its range of hair colourants in new packaging, which features headshots on the front showing the shades that can be achieved. The company says it is the largest range of blonde shades available in any hair colourant. There is more product information on the new pack, with



brief instructions on the method of application. The product will be supported by the "heaviest-ever" advertising campaign for the brand. Full page colour advertisements will appear in women's magazines in the summer. The theme of the advertisements will be "The beauties of being Born Blonde", and individual shades will be featured. New shelf strips, display units and introductory bonuses are available.

### Shulton go water-skiing

Shulton are spending a five figure sum of money on sponsoring the British Water Ski team this year, enabling them to further their achievements in European and World events. The success rate achieved by the British team is unparalleled to any other sport in Great Britain. The Old Spice Water Ski International will take place at Ruislip Lido on June 4 and 5, and will be attended by world class skiers. The event is to be filmed by the BBC for Grandstand and will be transmitted nationally.

### Richards & Appleby three

Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU, are mounting a three-pronged promotion for their range of nail care products this spring. Let 'm Grow will have a half price sampling offer, Carnate will be sold with a 10p coupon redeemable against any of the Nailoid products and the large Nailoid cream will be on offer with a free handbag mirror. There is also a trade bonus parcel which will include these three items plus small Nailoid, Plus with nylon and nail hardener. The timing of this promotion means that the special offers could be in store when the new Nailoid advertising campaign breaks at the end of the month. The campaign will be the company's biggest ever media spend in women's magazines.

### Denclen aim to repeat success

International Laboratories Ltd, Sunbury-on-Thames, Middlesex TW16 7HN, say that last year's advertising for Denclen was so successful that they are going to spend even more money this year to ensure that sales keep growing. The advertising will

be on television in most areas and in the national Press. The product is promoted to the dental profession via advertisements and mailings.

### Bergasol prepare for summer

The total advertising and promotional support behind Bergasol from Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey, will be over £3,000,000, divided between women's magazines, national television advertising, sales promotions, sponsorship and public relations activities. Full page colour advertisements will appear in *Cosmopolitan*, *19*, *Vogue*, *She*, *Honey*, *Woman's Journal* and *Woman's Own* from now until July. In addition a joint advertising promotion with Nelbarden, the swimwear manufacturer, is appearing in the May issue of *Cosmopolitan* and an editorial offer of a Bergasol sun visor will appear in the June issue of *19*. The use of television as part of the total advertising campaign is new this year, says the company, and will use a split-screen technique to show one part of the body exposed to the hot Mediterranean sun whilst the other part is exposed to the weaker sun of Wimbledon. Another fairly unusual departure is that the body used is male; the company explains that research has indicated most women find the idea attractive and theorise that this is because a man's voice tends to lend more authority and because women often find it difficult to relate to the beautiful models generally appearing in cosmetic advertisements. Point of sale material is also available in the form of display stands, leaflets, window or door stickers and the Bergasol cut-out girl.

### Christy face packs

Thomas Christy Ltd, North Lane, Aldershot, Hants, have added two more face packs to their existing range (sachets, £0.12, tubes £0.38). The strawberry variant is said to be ideal for normal to dry skins and the second variant utilises oatmeal, one of the oldest known treatments for skins, mixed and ready to use and recommended for problem skins. There are now four variants.



### Combe UK latest

Combe UK Ltd, AMP House, Dingwall Road, Croydon, Surrey, have introduced a plastic display outer for Lanacane anaesthetic cream. The outer has been designed to enable only the pharmacist or sales assistant to remove the product from the display. It is available only from the company's representatives.

Combe have also introduced a new double pack of Odor Eaters designed to encourage more usage of the deodorising insoles (£1.25, single pack £0.75).

### Beecham still fighting 'flu'

Beecham Proprietaries, Beecham House, Brentford, Middlesex TW8 9BD, report that by the end of April a country-wide audit of doctors' practices was showing the season's highest incidence of 'flu' and heavy colds in three-fifths of the country. Only the London and Southern television areas were showing normal levels. The company believes that 'flu' could still hit even these areas and so they have placed advertisements for Beechams powders and Night Nurse in all the national newspapers and their advice is, "Don't put those displays away!"

*Continued on p682*

## Hay fever protection that chemists don't sneeze at

Every pocket-pack of 'Histryl' offers your customers rapid relief and sustained protection from hay fever symptoms.

The 'Histryl' seasonal offer:

- \* **Low Outlay** Only £4.00 per outer of 12 charged as 10 (excluding VAT)
- \* **High Profit** Retail price of 65p (including VAT) per pocket-pack means a profit of £3.17½ per outer.

Available from your usual wholesaler.

'Histryl' and 'Spansule' are trademarks



Smith Kline & French Laboratories Limited,  
Welwyn Garden City, Hertfordshire AL7 1EY.

# Trade News

Continued from p681

## Opticrom for hay fever prevention

The licence for Opticrom eye drops has now been extended to cover the prophylactic treatment of hay fever conjunctivitis which is frequently associated with the nasal symptoms of hay fever during the pollen season. The product has previously been indicated for treatment of vernal kerato-conjunctivitis. A new data sheet is available from Fisons Ltd pharmaceutical division, Loughborough, Leics LE11 0BB.

## Cutipen double promotion

A double pack promotion featuring Cutipen and Nutrinail, which will give customers a free £0.50 pack of Nutrinail, is being sold in by Fulford Williams (International) Ltd, Cornwall Road, Hatch End, Pinner, Middlesex. Managing director, Ian Campbell said of the offer, "it will help introduce Nutrinail to all the regular users of Cutipen. Women's magazines and newspapers are featuring this offer so we anticipate that demand for this double pack promotion will be high."

## The Valencienne look

A face-lift has been given to the range of products from Valencienne Ltd, Valencienne House, Ellington Road, London E8. The range consists of emery boards, powder puffs (lambwool, real down and synthetic), nail brushes, synthetic and natural sponges, and a range of over 50

Creme Simon (distributors) Ltd, 7 Lauderdale Parade, Lauderdale Road, London W9, have repackaged the Simon citron, the creme hydratante and the creme nucia bringing them into line with the design which is being utilised for most of the Simon range. As shown below the packs may be displayed in vertical or horizontal positions



face cloths, wash gloves and bibs. The synthetic range of sponges which was previously marketed under the Kingfisher name will now be brought into line with the new range, and will include oval toilet and bath sponges, a restyled round baby sponge and two new multi-packs—two round bath sponges and a triple pack of round toilet sponges.

## Body Mist campaign

The new commercial for Body Mist is the beginning of the brand's biggest ever television campaign from Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex TW8 9DB. The campaign is to support what the company describes as their unique improvement of Body Mist together with the addition of its new roll-on. The £450,000 campaign will continue through the summer.

## Christy's moisturising cream

Thomas Christy Ltd, North Lane, Aldershot, Hants, have reformulated and repackaged their moisturising cream (£0.65). The company now describes the cream as being light and easily absorbed and says that it will help to keep skin young and supple looking, putting back the natural moisture modern day living takes out. It is packed in a simple jar and is now in a box of the same design as the deep cleansing lotion and skin toner. As the company asks, "Who says three's a crowd?"

## Mary Quant on television

Following the recent burst of advertising in the consumer Press Mary Quant products, distributed by Myram Picker Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU, are going on television with a "punchy, hard-hitting" commercial. The company says that the advertisement relates Quant to the every day lives of real girls and that 95 per cent of their target market will see it over the next eight weeks in the London, Lancashire, Yorkshire, Southern, Midlands and North East television areas.

## Coty's Powdershine additions

Coty Ltd, Great West Road, Brentford, Middlesex, have added four new shades to their range of Powdershine eye shadow. They are misty apricot, sungold, cinnamon and classic taupe (£1.90). The Powdershine eye shadows come in an all-in-one applicator wand and container, have the softness of a cream with the consistency of a powder and because there are pre-measured applications there is no spillage.

## Give a wall diary

Ad-art Publications, Sheldon Way, Larkfield, Maidstone, Kent ME20 6SE, offer wall diaries overprinted with business names or slogans in batches of 100 or more, for distribution in November. Prices depend on quantity, ranging from £0.11½ to £0.62 each. Suggested as give-away items the wall diaries are useful in laboratories, Ad-art say.

## Security training courses

Consolidated Safeguards Ltd, 10 Emerald Street, London WC1N 3QX, have formed a new division, security education services, to provide two main courses: A one-day basic security education course, intended

for caretakers, porters, storemen and receptionists, covers general security, fire, bomb hazards, cash movement and handling, and how to deal with trespassers and intruders; a one-day security appreciation course, intended for secretaries and managers covers in addition general security, law and practice of searching, industrial espionage and security of documents.

SES also run courses for special security aspects and follow-up courses with in-house training. A certificate of attendance is awarded and a grant may be obtained from the appropriate Industrial Training Board. SES claim.

## Simple offer

Simple Soap from Albion Soap Co Ltd, 113 Station Road, Hampton, Middlesex, is available in a new outer which displays six special twin packs retailing at £0.39 each. The manufacturers are also guaranteeing customers a complete refund if not completely satisfied.

## Borderline Substances list

Ostobon and Ostosan have been added to the recommended stoma deodorants included in the list of Borderline Substances. The list has also been amended to exclude the possibility of chocolate covered gluten-free biscuits being regarded as a drug.

## Taylor's hanging sachets

Taylor of London Ltd, The Dean, Alresford, Hants, have added two new fragrances to their range of giant hanging sachets (£1.75). The wild violet variant features a miniature painting which was specially commissioned from Lisa de Montfort and the gentlemen's sachet complements the packaging and fragrance of the company's range of gentlemen's Colognes.

## Chanel soaps repackaged

Chanel Ltd, 2 Old Bond Street, London W1X 3TB, have repackaged their soaps. The presentations comprise single tablets (£1.50) and boxes of three (£5.00) of No. 5, No. 19 and the gentlemen's range. The middle tablet in each box of three is housed in a travel container. Chanel No. 5 is now available in an eau de toilette spray (85g, £9.50).

## Metatone without cartons

Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH, say that, because of a shortage of finishing material, the 250ml pack of Metatone is currently being supplied uncartoned. It is anticipated that cartoned stock will be available again early next month.

## Oradexon-Organon vial

Oradexon-Organon is now also available in 2ml vials of 8mg (£1.10 trade) from Organon Laboratories Ltd, Crown House, London Road, Morden, Surrey.

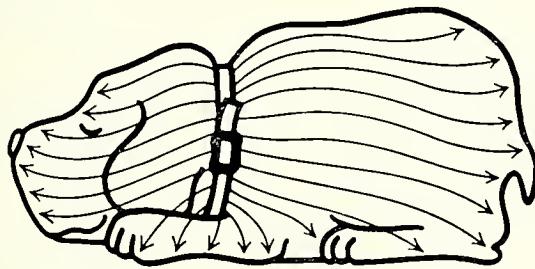
## Ventolin tablet coding

Ventolin tablets 2mg, from Allen & Hanburys Ltd, Bethnal Green, London E2 6LA, will in future be engraved "Ventolin AH" around the perimeter of one side and the number "2" in the centre.

# Sergeant's Flea Collar for dogs-

The one with the safer formulation that kills fleas for 120 days not just 90

**OVER £1 MILLION** is spent annually on pet insecticides. Greater awareness of the health hazards fleas can cause to both dogs and the family means your customers will be looking for the best flea collar money can buy.



**Sergeant's** Flea Collar has an exclusive formulation which dispenses its flea-killing power so carefully that it lasts 120 days. It has a unique attractive bronze colour. Can be used on puppies.

## ADVERTISING

We shall be telling your customers all about **Sergeant's** Flea Collar in Woman, Woman's Own, Woman's Weekly, Woman's Realm and Reader's Digest from June onwards.

To : A. H. Robins Company Limited, Horsham, Sussex.  
Just tick the appropriate box and your order will be delivered and invoiced through your nominated wholesaler.

A-H-ROBINS

No of collars	Total cost ex. VAT	Tick here
6	£4.99	
12	£9.98	
24	£19.96	

## PROFIT

A premium product at a premium price. More profit for you on every collar sold

## DISPLAY

The collars come in individual full colour cartons packed in a display outer of six.



A-H-ROBINS

A. H. Robins Company Ltd., Horsham, Sussex. RH13 5QP.  
Product Licence No. PL/0100/4008  
Patent No. 1444038

From : \_\_\_\_\_  
Name \_\_\_\_\_  
Chemist \_\_\_\_\_  
Address \_\_\_\_\_

BLOCK CAPITALS

Please invoice goods through my wholesaler \_\_\_\_\_

# All the best stories



**begin with three wishes.**

**LOOK WHAT WE DID WITH THREE WISHES.**

We've improved the formulations.

We've wrapped our Three Wishes in new packs.  
More modern. More feminine. More eye-catching!

**ALL THE BEST STORIES BEGIN WITH  
A MILLION POUNDS.**

We're spending £1 million on TV and press  
in the next twelve months.

There will be £2 million profit to the trade  
in 1977.

**HOW'S THIS FOR A HAPPY ENDING?**

We'll be making big cuts with price-marked packs.  
And we'll be giving generous trade discounts!

# Trade News

Continued from p682

## Yardley advertising plans

Laughter and Chique, two fragrances aimed at the 18-25 year old market, were launched by Yardley of London Ltd, last year. To follow up the launch, the company now plans to spend a further £100,000 on a television campaign for Laughter, appearing this month in the London, Granada, Trident, Stags, HTV, South and Anglia areas.

For Chique, Yardley are spending £50,000 on a women's Press campaign. The whole page colour advertisements are an extension of the television commercial, echoing its theme—"Chique—only some women have it"—and appearing in *Over 21, Honey, Look Now, Cosmopolitan, She and Woman* magazines until June.

## Sergeant's in women's Press

Sergeant's Flea Collar (£1.35) from A. H. Robins Company Ltd, Horsham, Sussex, is being advertised in *Woman, Woman's Own, Woman's Weekly, Woman's Realm* and *Reader's Digest* from June onwards.

## Prince Matchabelli price

Because of a printer's error (last week p630) incorrect information on miniature perfume sprays from Prince Matchabelli, Victoria Road, London NW10, was given. The sprays will not refill for £0.75 as stated but will retail for that price.

## Philishave advertised

Philips Electrical Ltd, City House, 420 London Road, Croydon, Surrey CR9 3QR, will be advertising their Philishave battery razor in the national Press from now until August. The advertisements will appear in the *Daily Mirror, Sunday Mirror, Sunday People, Daily Record, Daily Mail, Daily Express*, and the *Belfast Telegraph*.

## Money off Supersoft

Reckitt Toiletry Products, Reckitt House, Stoncferry Road, Hull HU8 8DD, are flashing price reductions on Supersoft shampoos this month. There is 4p off the medium size, 6p off the large size and 9p off the family size.

## Extra Paddi's

Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield, are offering purchasers of their Paddi napkin liners an extra 20 per cent free liners in each pack. For eight weeks from the middle of this month the packs of 50 Paddi napkin liners will contain ten free liners, and the 100 packs will have 20 free liners. Full merchandising support will be available for the trade.

## Ratbags from Cory Bros

Cory Brothers Ltd, 4 Dollis Park, London N3, say that they have answered the call of many independent chemists and now

supply a wide range of fashionable cosmetic bags, purses and beach holdalls. These British made products, affectionately called Ratbags, range in price from £0.75 to £4.00 and will include the popular Holly Hobby designs. A free display stand will be supplied with the first order and the range will be changed every month or so.

## Bartex promotion

The 1977 range of Bartex sunglasses from Alfred Franks & Bartlett & Co Ltd, 167 Freston Road, London W10 6TH, is being promoted in a national campaign in women's magazines and on the buses. The main poster campaign will last until July and be carried on fleets of buses in most major towns from Glasgow to Truro, illustrating the Bartex polarised and photochromic ranges.

## Strength of Collis Browne's

Because of a printer's error, the strength of the new J. Collis Browne's mixture was wrongly stated last week (p634). It contains 0.02 per cent morphine.

# on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Anadin:** All areas

**Braun:** All areas

**Crest:** All except Ne, B, G, E, Cl

**Farley's rusks:** G, WW, U, B, We

**Johnson's Glade:** All areas

**Max Factor Maxi:** All except E

**Mum roulette:** All except E

**Slender:** All areas

**Soft & Gentle:** All areas

**Sudocrem:** Lv

**Sunsitive:** Ln, So, A, Lc, Sc

**Vichy:** Ln, A, So, Cl

**Vitarich:** Lc

# New products

## Hosiery

### Bear Brand support tights

Benson's are launching Bear Brand support tights (£1.99) in two shades, Paola and honey, and three sizes, fitting up to 40in, 42in and 50in hips. As an introductory offer, two pairs are given free with every 12. The tights are boxed in sixes (Benson's Hosiery Ltd, Benson House, Weir Road, London SW12).

## Cosmetics and toiletries

### Max Factor's Kiss

Kiss O'Mint (£0.65) from Max Factor is an ice-cool roll on liquid lip shine with a breath freshener built in. It is available in two transparent flavours, peppermint and strawberry mint, and is said to be so delicious users will "definitely want to share it with a friend!" It can be used on bare lips or over lipstick (Max Factor Ltd, 16 Old Bond Street, London W1X 3AH).

### Maybelline Sunshiner lipsticks

Maybelline have introduced a range of six new lipsticks for the summer season. The Sunshiner lipsticks contain a sun screen ingredient and are said to protect lips from the damaging effects of the sun's rays. There is a lip gloss variety, two cream shades—sunny apple and summer sunset—and three iced shades. The lipsticks (£0.55) are available in a "selfasta" unit containing six of each shade (Plough (UK) Ltd, Penarth Street, London).

### Orlane skin care products

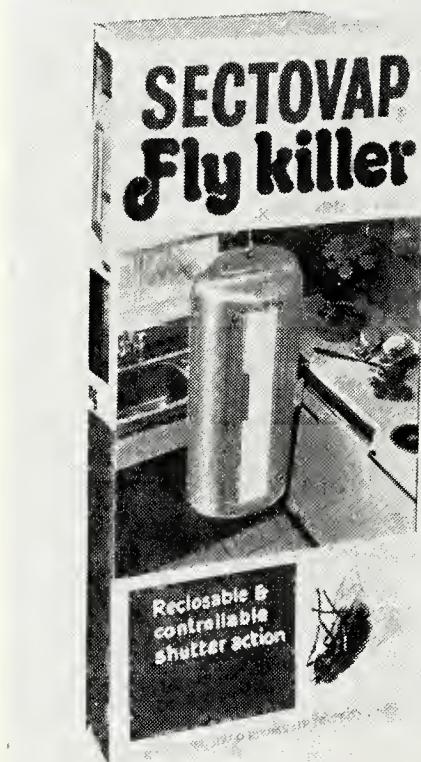
Orlane have introduced three skin treatments for women with normal skins who want an easy, effective beauty routine. The company found that 40 per cent of women aged between 15 and 30 do not use regular skin care products because they are "too

confused", "haven't got the time" or "don't need them yet" so they formulated a simple range of three products which they say fulfil the basic needs for normal skins. The products are purifiant (£5.25) a cleanser and lotion combined, emulsion (£6.25) a day or night cream and creme de gommage (£5.50) an exfoliating, peeling cream (Jean D'Albret-Orlane Ltd, 125 High Holborn, London WC1 6BR).

## Sundries

### Sectovap fly killer

Cupal Ltd have introduced the Sectovap kitchen size fly killer (£0.94) in the form of a fully assembled plastic holder with a shutter control. It can either be stood or suspended from the ceiling and is for use in medium to smaller rooms of up to 750 cu ft. The flykiller is said to last up to four months and kills flies, wasps and most insect pests (Cupal Ltd, King Street, Blackburn, Lancs BB2 2DX).





# Don't be lost for words...

...when your customers come looking for effective relief from their mild sore throats and minor mouth irritations.

Take advantage of our profitable bonus offer now - offer ends on May 31st.

Each 'Tyrozets' lazenge contains 1 mg tyrothricin and 5 mg benzocaine BP. Detailed information is available on request.

**TYROZETS®**  
a 'pharmacy only' product



Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire, EN11 9BU. Telephone Hoddesdon 67272

® denotes registered trademark. By permission of J.W. Spear & Sons Ltd., manufacturers of Scrabble®

77-4586

# Two way fa



## Special low prices plus big savings

Sell more JOHNSON'S Baby Products by offering your customers some very special prices. Over £350,000 of advertising support during May, June and July will make sure their demand is more than equal to your supply.

But it's not just the prices that are special this month. Your customers can save even more money by sending away for FAMILY SAVINGS vouchers, giving big reductions on the cost-of-living from famous household names. Look out for the special promotional advertisements in all major newspapers.

See your Johnson & Johnson representative or ask your wholesaler about FAMILY SAVINGS - two ways to make sure your stock doesn't get left on the shelf.

### JOHNSON'S FAMILY SAVINGS

#### Sketchley

30p voucher, valid with a cleaning order of £3 or more, at normal prices.

#### GRANADA TV RENTAL

£7.70 off normal 1 year rental 26" colour TV, or £5.50 off 22" and 20" sets. Offer applies to all 'controlled range' sets.

#### ABC Minors

4 complimentary tickets to Saturday Morning Cinema Show, plus free entry into £500 competition.

Unless stated otherwise all offers

No coupons for you to handle - all vouchers

# hily savers



## cost-of-living reductions

### Y SAVINGS



valid with a 4-person meal at Berni Inns  
Inns. Offer closes 13th November 1977.

**Swedish Woodhouse**

valid when you spend £50 or more.

**on Insurance**

£100 towards Home Contents  
Policy costing as little as £8.30.

December 1977.

ect by these famous names.

Big advertising support

**DAILY**  
**Mirror**

**THE**  
**Sun**

**Daily Mail**

**DAILY EXPRESS**

**Sunday  
Mirror**

**Radio Times**

**Daily  
Record**

**NEWS  
OF THE  
WORLD**

© Johnson & Johnson

# Is your D&P exposed?

In both national and local papers, local radio and regularly on television across the country, for instance? Or with a whole spectrum of eye-catching P.O.S. material provided *absolutely free*?

If not, you could be losing sales.

Photographic developing and printing is currently one of the fastest expanding markets in the country, and all indications are that this trend will continue, indeed accelerate, in the near future.

No Company spotlights this dramatic advance better than Tudor Processing. Here at Tudor we pride ourselves that millions of customers already regard our name as synonymous with high quality photography.

We have long known that looking after our dealers' interests by providing both an efficient *and* personal service is the key to our success.

We think this service is something to shout about. So we do. Our advertising policy is geared to provide support all the way, in every way, from T.V. to P.O.S.

#### Tudor efficiency is unrivalled

We can boast a computerised technology and capacity second to none in Europe - our processors are at work around the clock. Backed by our Transport division, with a fleet of over 50 vans, we can ensure clockwork collection and delivery to all our dealers in England and Wales.

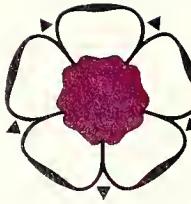
#### The Tudor 'personal touch' is there all along the line

Liaison personnel in each department are responsive to our dealers' every need, and regular calls are paid by our representatives. Individual inspection of every print and our wide range of personalised services, including Post-A-Photo, Date-A-Photo and Canvas Prints are all examples of the Tudor 'personal touch'. And the *free* album given with every set of prints from Tudorcolor film is another big plus for your customers.

**Tudor Wholesale** offers an ever increasing range of leading brand cameras and photographic equipment with delivery normally in 24 hours. Send for our brochures with the full range of products - you will be impressed with our prices and terms.

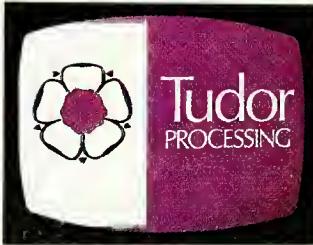
In fact you will be impressed by the way we do everything at Tudor. So why not make *your* way the Tudor way in 1977.

To receive full information on Tudor services simply complete the coupon below and send to John Halliwell, Marketing Manager.



**Tudor**  
PROCESSING LTD

30-32 Ongate Lane Factory Estate  
London NW2 7HU Telephone 01-450 8066



Please send me full information on Tudor Services and Wholesale lines

Please arrange for your representative to call.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PHOTOGRAPHIC — C&amp;D SPECIAL SECTION

# D&P: a question of service, identification, and price

If any chemist is failing to get his share of the lucrative film processing market, it cannot be for want of opportunity or a lack of support services.

To begin with, the d&p customer is already a film customer in many cases—six out of ten colour negative films are obtained (free or paid for) through chemists, multiples included of course. And from the processing houses comes a highly sophisticated competitive range of services, promotions and point-of-sale material, all designed to induce the photographer to take more photographs, to make better use of them when he has, and to do it all through the retailer.

The business is obviously not to be had on a plate—there are too many competitors in the market—but keeping it or regaining it is not the lost cause that might be expected from recent history. That history is neatly summed up by Photo Trade Processing Ltd who, through Dixons, Fotopost Express, Prinzcolor, Westons and Barclays have a stake in all sectors of the business. They told us: "Six or seven years ago, Kodak-recommended retail prices generally prevailed for d&p right across the country. Then free-film offers became popular; consumers still paid regular d&p prices, but, by switching to mail order, they could save the cost of the film. Then premium promotions came in. Coupons on branded products offered not just free film, but also money-off repeat purchases of, typically, tea, beans or detergents. Next came cut-price processing. 'Buy me', said the toothpaste, 'and you can get d&p direct from the lab at less than shop prices'.

## Decline of the 'middle-man'

"From a chemist's point of view, things got worse and worse. The promotions got stronger and stronger, mail-order usage has grown to some 21 per cent, and nothing but nothing redressed the balance. Chemists or photo dealers have fast been osing out to direct-mail photo-finishing. Only substantial total market growth cause and effect?) has made it less painful.

"The current cut-out-the-middleman idea is probably the strongest yet. Labs are taking spaces in the nationals, soliciting direct responses from the public. No free film, but big, big savings. One single issue of *TV Times* has already carried five competing offers. And prices are still going down. Says one current newspaper advertisement: 'You can have three films processed for the price some chemists charge for one'."

The story is taken up by Napcolour's director of sales, Mr Hal Briscoe. He believes that as the advertising has highlighted the price differentials and competition become more fierce, any increase in volume has almost certainly been cancelled

out by reduced revenue per order and slimmer profit margins. "Chemists, motivated by mail order activity, paid more attention to d&p and their share of the market increased by about 5 per cent to 47 per cent. Many non-traditional outlets entered the d&p market but there is no evidence to suggest that the consumer has been influenced to any marked degree towards using these outlets except where a photographic section was created. The latest newcomer to the photo retailing scene is the 'process paid film'. Recently launched in well designed, attractive packaging, this concept—if it were to succeed—would represent a very real threat to the chemist and photo-dealer since this method of trading is much more suited to the supermarket and hypermarket."

## A slice of the profit

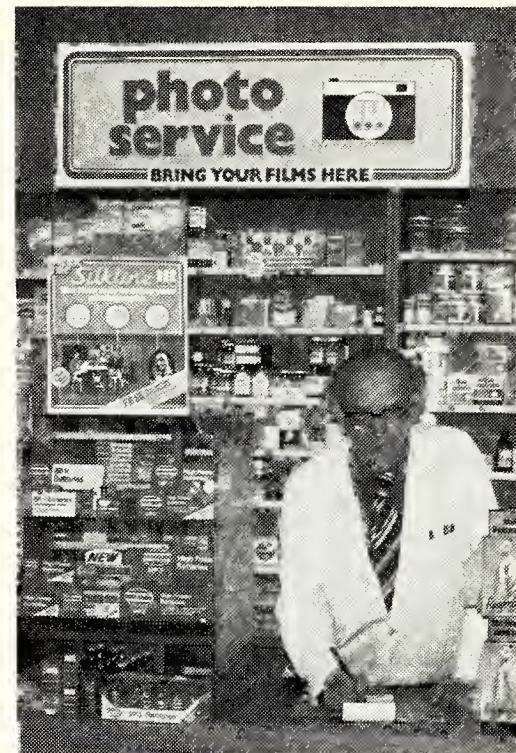
But is the process-paid film a threat or an opportunity for the chemist? PTP would argue in favour of the latter since a Kodacolor service is offered through Barclays (see later for cost details). They say: "Process-paid film gives the chemist a better cash margin. It guarantees involvement in the processing profit without its attending nuisances. And it allows the chemist to offer processing to his customer competitive with mail-order prices."

Process-paid is one method of "joining them in order to beat them"; offering "free" films is another, and it is suggested that a third of the free films are distributed through retail outlets, against two-thirds by mail-order. The size of this sector will be appreciated when it is realised that free films overall account for one in three of all amateur colour negative films.

But is it necessary to "join them" at all? Far from it, say the many trade processors offering services to the chemist—it's simply a matter of exploiting the retailer's natural advantages, not wasting them as so many tend to do. There are two main areas of failure—failure to identify the premises for d&p purposes (particularly the point to which films should be taken for processing) and failure to price competitively for turnover rather than margin.

Several finishers are now offering the chemist massive support so far as identification is concerned. Napcolour introduced their "Photo service" concept earlier this year (C&D, February 19, p208), providing point of sale material both to direct the customer and to illustrate the new range of services that can take a photograph out of the album and put it on a table mat or turn it into a work of art on canvas (C&D, April 16, p531).

Cross of Enfield also offer to help the chemist with the design of counters, etc, to identify the d&p section. Malcolm Thomson, their laboratory director, warns



"Identification" is a key to d&p success. Mr Basil Clarke, MPS, Manchester 13, reports a 30 per cent increase in April turnover after installing Napcolour's new point-of-sale material

those who have no POS material and keep work ready for collection hidden away in a drawer that they can no longer sit in a corner hoping "Joe Bloggs" will come in with a film. More and more types of outlet are moving in on d&p—and advertising the fact. He stresses also that the quality standards of the mail-order houses are high and their service is reliable (having been personally involved in that side of the business he speaks with first hand experience) so that customers will not return to chemists merely through dissatisfaction.

Some mail-order houses, following the continental lead, have even removed the retail outlet's "payment only on results" advantage—the customer pays only when the work has been returned and, perhaps surprisingly, the percentage of defaulters is negligible.

So what advantages are left to the chemist—often beaten on price and equalled on quality and reliability? The answer, according to Malcolm Thomson is personal contact. "The average photographer is still a rank amateur. He uses only two or three films a year and welcomes advice—and congratulations from the assistant. That is why we undertake training for our dealers' staff so that they are in a position to explain why results are not up to expectation and help customers to get it right next time round."

But are the right staff in the pharmacy at the right time? The photofinisher may receive 40 per cent of his week's order on a Monday, which means that the work has been handed in to the retailer on the preceding Saturday. Yet many retailers use their Saturday "junior" on the photo counter—resulting in the wrong instructions being issued to the laboratory. And if the customer comes back the following Saturday, as is often the case, he or she may again be seen by untrained staff. Com-

## PHOTOGRAPHIC

# D&P: the lost opportunities

Continued from p691

plaints may be mishandled, and probably no advantage is taken of the sale opportunity created by the satisfactory completion of the order—reprints, enlargements, special services, etc. Only when the person seeing the customer can explain why a dress is not reproduced as the original, for example, can there be said to be "service" and some processing houses are now equipped and willing to ensure that staff are provided with that capability. The aim must be to ensure that the casual photographer has no reason even to consider mail-order—once lost as a customer, it may be for good.

But price is an important factor for any consumer and must be allied to the service. Cross of Enfield describe their system as "low price, low discount" but find that many chemists are seeking a high discount—inevitably they get it from a higher price and there is a tendency for the higher rates to pass through to the customer, which may not be a good idea in such a competitive world!

### Competition to serve

Just as the retailer must fight for the photographer's processing work, so the photofinishing companies are competing strongly among themselves—in the case of those serving retail interests, both on their own behalf and to ensure that their customers' service is kept in line with direct services. And with rapidly advancing technology, that can mean partly if not largely re-equipping the plant at the end of every season.

**Cross of Enfield**, 476 Hertford Road, Enfield, Middlesex, have spent £100,000 on new equipment in the past 12 months—high speed printers, paper processors, print finishing equipment, structural alterations. As a result, they are now in a position to handle up to 10,000 films a day plus half as much again in reprint work. One of the "strides" made by technology has been

Part of Cross of Enfield's processing plant showing (left) print room and (right) print finishing area. Equipment is labelled with its names, output and cost to help in the training of both customers' and laboratory staff

in terms of the consistency of results obtainable with colour work—no longer should it be necessary to return an original to ensure that a reprint looks something like it! To help achieve and maintain this standard, Cross test all equipment three or four times a day, matching the reprint machines with those for "first time" work. But while new technology and standards for operation of machines have made consistency possible, it still depends on the skill of the operator to decide on the appropriate density, for example—"It's not quite a sausage factory yet," says Malcolm Thomson.

Cross are London-based (they have some 80 pharmacies in their own group) and their van service covers south of London, Anglia and Greater London. But they are also prepared to service other chemists by post. To speed up delivery and collection, they have recently begun installing "night boxes" at customers' premises in appropriate cases (illustration p698) at no cost to the retailer. As stated earlier, training courses are offered to customers' staff.

**Tudor Processing Ltd**, 30 Ongate Lane Factory Estate, London NW2 7HU, are "realistic" about the mail-order market, but believe its growth can be counteracted by aggressive marketing on the part of the retailer. Mr J. Halliwell, marketing manager, says: "We employ every means at our disposal to ensure that our dealers not only maintain their share of local developing and printing orders but substantially increase this share by local and national corporate advertising which is unique in the photo-finishing industry and available only to Tudor dealers."

During 1977 Tudor will be advertising extensively, using networked television, local radio, local and national Press, specialist photo magazines, and transport posters. To take advantage of this biggest-ever Tudor campaign, dealers have to display Tudor point-of-sale material which is provided free of charge so that the viewers, listeners, readers and travellers who actively "look for the shop with the Tudor rose on the door" recognise the Tudor dealer immediately.

Support for dealers includes subsidised leaflets for distribution showing the dealer's name and address, and his own sales message and carrier bags promoting d&p, again showing the dealer's name and address and at subsidised prices. The stuffer leaflet in all finished work promotes d&p and reprint services to the consumer. "Indeed, we regularly promote special

offers through our dealers to help promote d&p and maximise traffic flow, therefore, sales opportunities in general all year round," says Mr Halliwell.

Tudor 35mm and 110 prints have "post-a-photo" printed on the back to allow prints to be sent as postcards, and all 126 prints have "date-a-photo" printed on the reverse to allow the details of when and where the picture was taken to be recorded. Both are free to the consumer and unique to Tudor dealers. Tudor also offer a wholesale supply service to dealers, incorporating a range of own brand products including cameras, tapes and films. To help the dealer benefit from the after sale processing of Tudorcolor film, a free album is given to the customer for each film developed and printed.

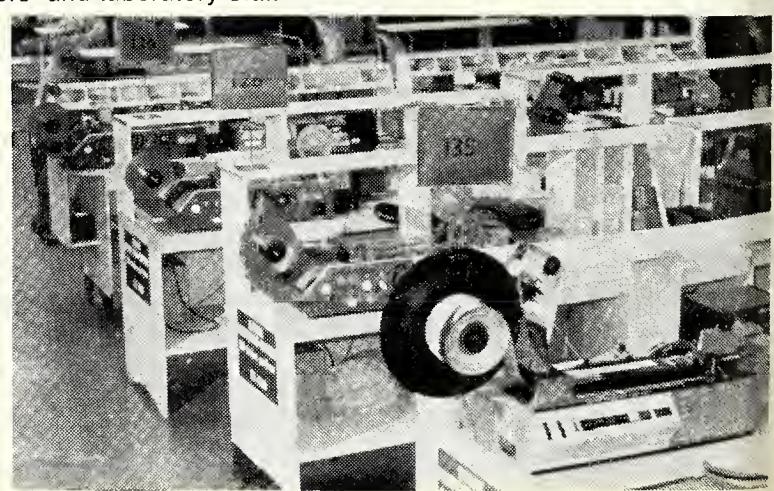
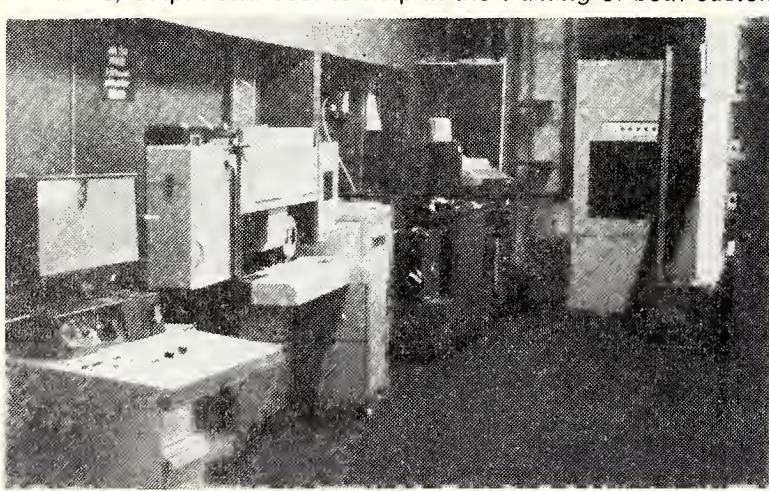
### Identity retained

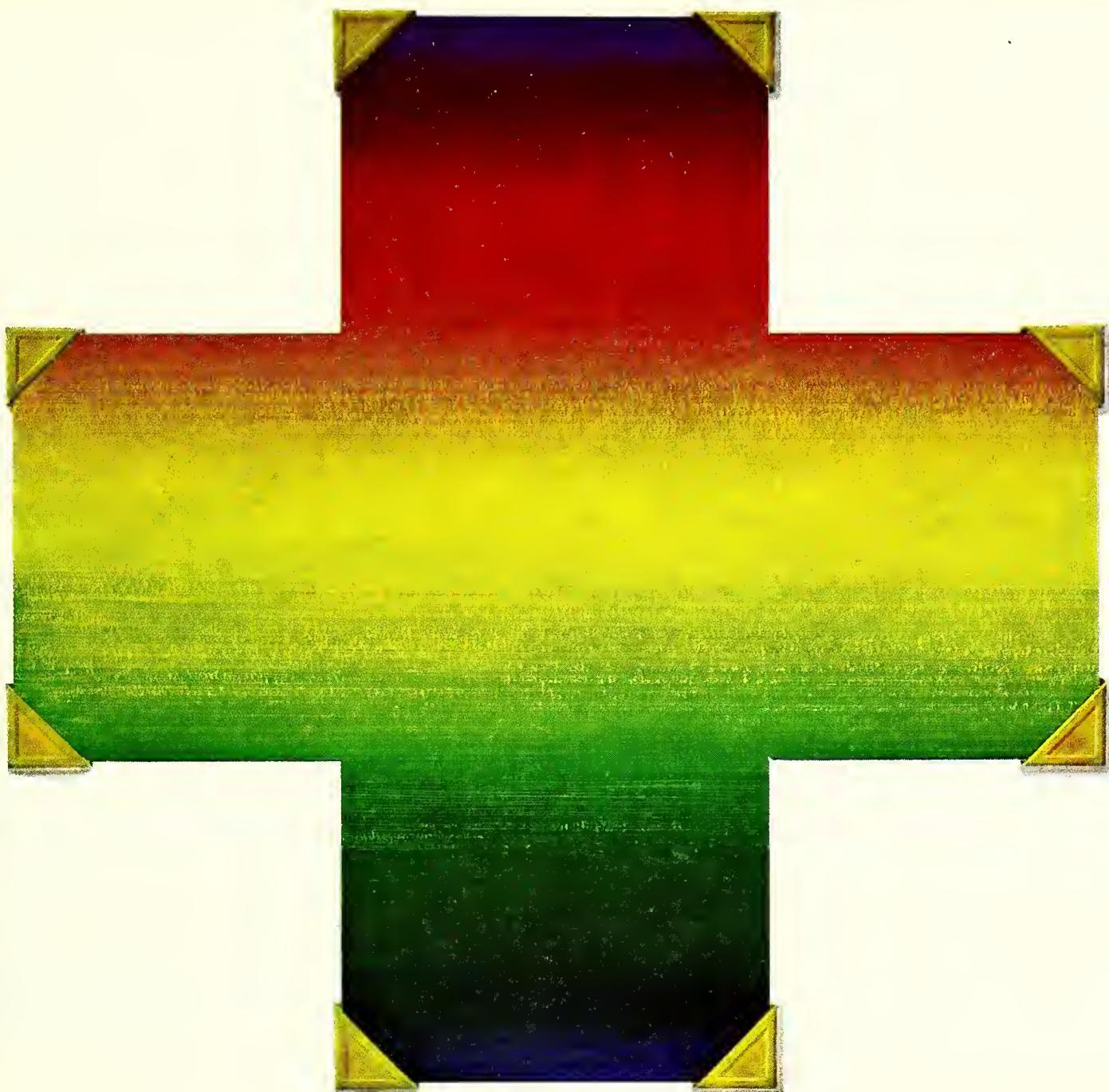
The recent launch of "photo service" is proving to be an unqualified success, say **Napcolour Ltd**. "Dealers are very enthusiastic about this concept which is designed to give the photographer confidence that his unique pictures are being looked after by someone who cares, that he will receive prompt and efficient attention, and that he will always receive value for money." It is backed by a full range of high quality display material and a major consideration was that it should not encroach on the identity of the individual dealer. Within the range of display material there is facility for the dealer to incorporate his own name on the logo and the name "Napcolour" is not mentioned.

Napcolour now claim to be the largest group of photo finishing laboratories in the UK and operate from 12 sites throughout England and Wales. Details of their "pleasure plus" products—photo-coasters and table mats, jig-photos, master prints on canvas and silk line enlargements—are available from Napcolour's group office, 76 Lower Bridge Street, Chester.

The "process-paid" Kodacolor film service offered by **Barclays**, 54 High Street, Edgware, Middlesex HA8 7ER, (see earlier), allows a 110, 126 or 135 twenty-exposure film to be sold to the consumer for £3.75, inclusive of all developing and processing charges. At the trade price of £2.77, the retail pharmacist receives £0.70 clear profit (20 per cent margin) on each film. Advantages claimed by Barclays are attractive "shrink wrap" packaging; more potential for capturing passing trade and

Concluded on p695





# Cross for *<sup>reliable</sup>* colour prints

You know that film processing can be very profitable. You also know that it can mean lots of time-consuming complaints – unless your D&P house is thoroughly reliable. Like Cross of Enfield...

A family concern since 1929, Cross of Enfield deal exclusively with retail outlets, putting a great deal of emphasis on service – both to you and your customers.

With our laboratories using the most modern equipment of its kind, Cross quality is consistently high.

With our control systems so streamlined and proven, Cross turn-round is consistently fast.

And we'll share our knowledge with you, by training your staff at our laboratories, to help you

improve your handling of orders.

When you deal with Cross, D&P is not only profitable. It's as simple and reliable as it's possible to be! **A word on the phone with Mr. Richard Cross would be worth your while.**

**CROSS**  
OF ENFIELD

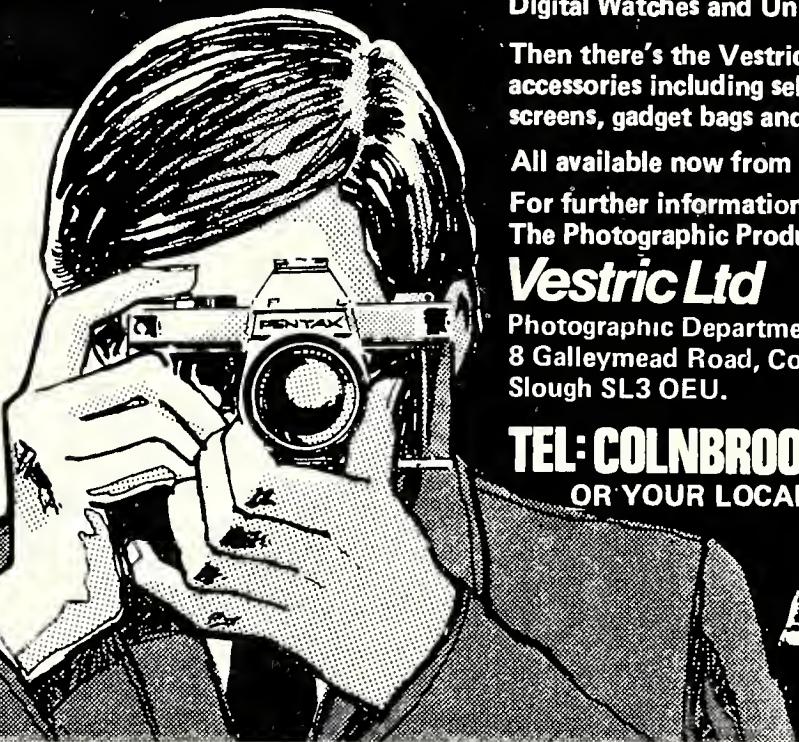
D&P service to the retail trade since 1929.

# Vestric WE'LL KEEP YOU IN THE PICTURE

Vestric are your local distributors for all the leading brands of photographic equipment.

Just look at the list —

Agfa-Gevaert, C.Z. Scientific, Enterprise Leisure, CBM Ltd, Gnome Photographic, G.A.F., Hanimex, Ilford, Kodak, Photax, Polaroid (UK) Ltd, Rank Photographic, Paterson Products, J.J. Silber, T.O.E. Ltd, Spicer Hallfield, Greenkat, Mallory Batteries, Ever Ready, Thorn Lighting, Philips Electrical, Wotan Photo, Cine Screens Ltd, Alba (Radio & TV) Ltd, Interton Electronic Ltd.



We are also main distributors to chemists for Ilford, Interton Electronic, T.O.E. Ltd, CBM Digital Watches and Unika and Viva Cameras.

Then there's the Vestric range of photographic accessories including self-adhesive albums, screens, gadget bags and a projector stand.

All available now from Vestric.

For further information contact:  
The Photographic Products Manager at

**Vestric Ltd**

Photographic Department,  
8 Galleymead Road, Colnbrook,  
Slough SL3 0EU.

**TEL: COLNBROOK (02812) 5411**  
OR YOUR LOCAL VESTRIC BRANCH

## Introducing...



## "Pleasure Plus"

### The new product range from Napcolour

The 'Pleasure Plus' range is backed by colourful point of sale material and also featured in a full colour consumer leaflet entitled, 'How to get More pleasure from your Photography'. 'Pleasure Plus' products, plus 'Print from Print' the new service, are available NOW from your local Napcolour Laboratory.

More pleasure

**Photo Casters**

These unique  
drum casters  
are produced  
from original  
size 3½" x 2½"  
2½" x 2" or  
2½" x 3½" according  
to negative format

from one negative

Set of four negative  
drum casters produced  
from single colour  
negative. Contactive  
negative required.  
Send to 197/198 Q.P.C.

Set of four negative  
drum casters produced  
from single colour  
negative. Contactive  
negative required.  
Send to 197/198 Q.P.C.

More pleasure

**JIG-PHOTO**

from your own  
negative we will  
produce a  
**SUPER  
JIGSAW**

A colour enlargement size  
approximately 4½" x 7" or 7½" x 9½"  
depending on negative  
format will be measured on  
card and made into a real  
jig-saw puzzle 80 pieces

More pleasure

**The Magic of Master Prints**

Your colour print is  
enlarged to 8½" x 10½" or 9" x 12"  
depending on negative  
format and mounted on  
cardboard. If the  
background is  
white it can be  
converted to painting.  
Glosses complete with  
attractive gift frames

More pleasure

**Print from Print**

High quality enlargements  
and enlargements  
up to 5" x 7" produced direct  
from your own enprints

no negative required

Send for details & full colour brochure to Hal Briscoe Director of Sales Napcolour Ltd 76 Lower Bridge St Chester Tel 0244 46261

Laboratories throughout England & Wales

## PHOTOGRAPHIC

# How a pharmacy became Petri 'dealer of the year'

The ending of resale price maintenance, and the advent of the "sealed box" mail order retailer relying entirely on the wholesaler quantity discounts for his profit, spelled the end of the premium part of the photographic market for most chemists. Only by becoming a photographic specialist—to the exclusion of pharmacy in some cases—could any retailer hope to survive the competition.

But that is not the whole picture; there is still business for those prepared to go out and look for it. The proof *C&D* found in Carlisle, where the family pharmacy run by father and son I. L. and J. L. Robson won the Petri "dealer of the year" award for its performance in 1975. They advertised in the Press and on local television—yet the premises would be the envy of the most dedicated of advocates of "professional" pharmacy. A business still heavily dependent on dispensing, a high class perfumery and cosmetics section, an extensive trade in surgical goods from forceps to wheelchairs, a surgical fitting room, and no sign of a concession to self-selection, all add up to a preoccupation with personal service to the customer at a level that many pharmacists are no longer able to provide.

## Starting at the top

Mr Robson, senior, who started the pharmacy some 45 years ago, proudly claims that his policy has always been to sell the best—be it olive oil or cameras. "Most chemists start with Brownies and work up; we started with Voigtländer and Zeiss." Now he finds that things are cut to a price. "But we have proved that there is no need for pharmacy to suffer if you increase your photographic business—you can run high quality in both."

The Robsons quickly acknowledge the debt they owe to their staff, however, particularly to Mr F. Harrison in helping to build up the photographic department. A keen photographer and a Petri enthusiast, he is well known in local photographic circles as a lecturer and judge. But it has been the influence of advertising that has brought the customers into the shop from farther afield.

In the year that the Petri award was won ("We were over the moon to have got it in the face of all the big multiples") the business went in for television advertising. Admittedly, all cannot follow their example because the Border region in which they operate is relatively cheap for advertisers compared with those stations serving heavily populated areas—some £14 for 7 seconds at the time. Both 7 and 15-second spots were taken, the background slides having been prepared by Mr Harrison, and the voice over being added by the television company.

In 1976 the emphasis was on Press advertising, in particular the "co-operative" type of feature in which local papers are willing to provide 40 per cent of supporting editorial in return for 60 per cent of paid advertising space. Robsons believe the advertisements have much more impact with customers "if they are given something to read as well". Many customers have come into the shop carrying the advertisements and saying "I'd like one of those please".

All this activity counted towards the Petri award, which is made on the basis of sales, advertising, service and population available. The latter, in the Robsons' case, was the 80,000 in the Carlisle area plus the surrounding 20 miles or so. But advertising has extended their influence, and people now come in from southern Scotland and the Lake District.

Although always competitive on price with other photographic outlets locally, Robsons did not attempt to meet the levels advertised by the big national mail order houses—and clearly did not need to. The adoption of minimum advertised prices (MAP) has helped curb the price cutters' worst excesses, of course. But the past year in particular has seen an explosion of voluntary groups in photographic retailing, and with the groups' scouts enlisting competitive outlets in the town, John Robson felt compelled to fall into line, or perhaps be forced out of the business. In January this year the pharmacy joined Fotovalue, a London-based group now with nearly 90 outlets in England, Scotland and Wales. The group is also part of Europa Foto, with over 1,000 outlets in 700 cities.

## Co-operative advertising

The main function of the group is co-operative advertising. It costs £240 a month to belong—a lot of money, but how else could an independent afford to take 18 pages a week in *Amateur Photographer*? And it brings results. Robsons are naturally reticent about figures, but their turnover increase has been "appreciable" and has clearly made group membership worthwhile. An unexpected advantage has been that "the big-name representatives now come to us" and whereas Robsons have always bought direct where possible—that is, when they could take the minimum quantities for maximum discount—they are now able to buy on a one-off basis at the same prices (invaluable for replacement stock, Robsons have found).

As a Fotovalue outlet they are expected to keep a representative stock of the advertised range, but anything required can be obtained quickly from the London warehouse. Unlike some of their competitors, Fotovalue do not demand total identi-

fication of the premises by a takeover of the facia—a factor which weighed heavily in Robsons' choice of group since such a move would hardly have been compatible with the pharmacy's professional image.

However, point-of-sale material such as price tickets is supplied, and used discreetly by Robsons. Obviously identification with the group has some importance, because customers are attracted to the premises; very little mail order business is generated, presumably because of the wide spread of retail outlets—only one per town ("planned distribution?", John Robson suggests).

The Robson pharmacy is situated just off the main Carlisle shopping centre; it has doctors close by whose output provides a good base from which to build; it has a long frontage and a corner site offering opportunities in window display—including photographic, cosmetics agencies and, when *C&D* was there recently, a surgical window with a skeleton on a commode (which itself created some local Press comment!). The business is *not* typical, it must be admitted. But equally, there seems no reason why it should be unique, or why others should not learn something from their experience.

## D&P services

*Continued from p692*

increasing sales; no uncollected d&p problems; single account on normal terms; display stand and attractive supporting material available at no charge.

The attractions to the consumer are listed as quick, efficient processing by "Britain's largest and most modern laboratory"; high quality borderless silk prints; easy to use—the exposed film is popped into the envelope and prints are posted straight to the home; credit is given for unprintable negatives (credit notes can be used against the purchase of a further Barclays film or redeemed in cash by the retailer).

Barclays calculate that the total saving to the consumer is £1.18 on regular prices—that is, the equivalent of a free film.

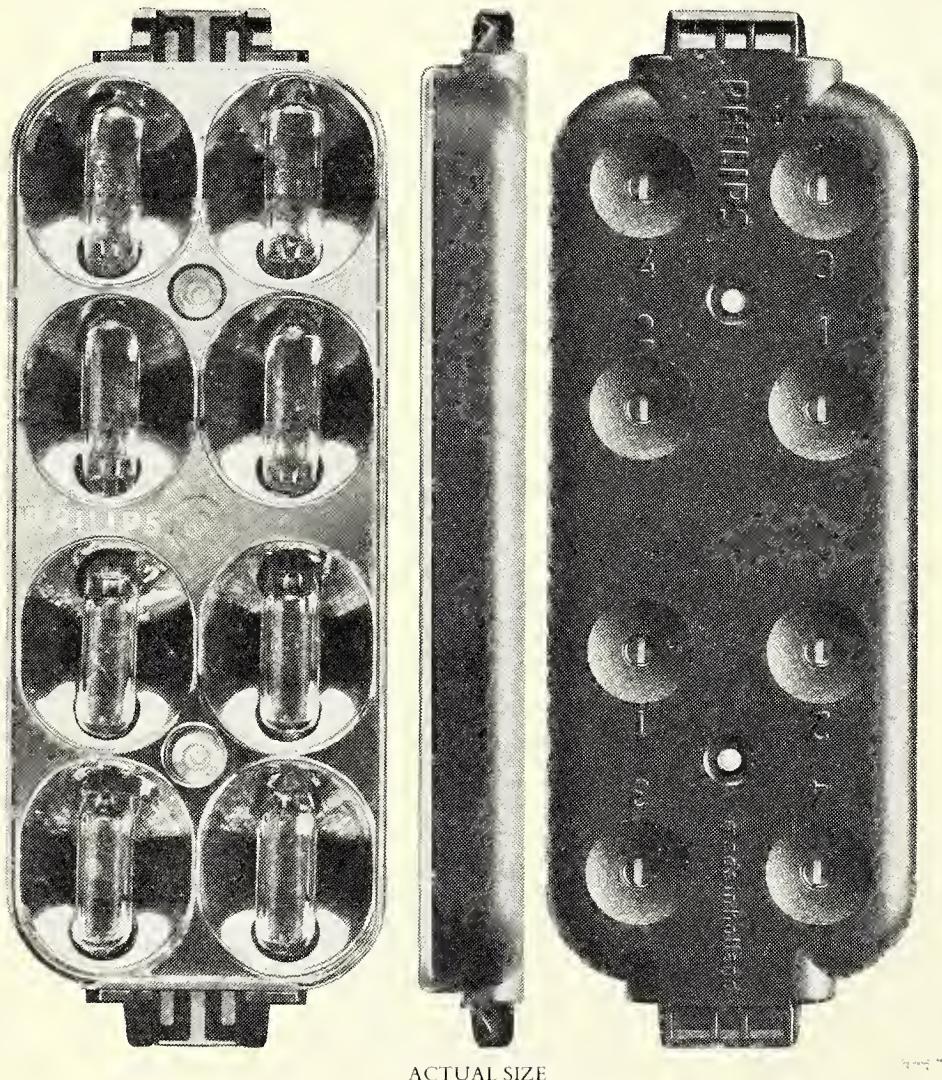
**Kodak Ltd**, PO Box 66, Hemel Hempstead, Herts HP1 1JO, help both chemists who use the service of the Kodak colour processing division and those who use the services of independent finishers using Kodak paper. The help includes seasonal eye-catching point-of-purchase material and promotional ideas which chemists are encouraged to adapt for themselves, "helped by the knowledge and expertise of Kodak sales representatives". Should chemists wish to offer a free film service using Kodak film, Kodak will supply counter cards and window banners.

Kodak offer a regular series of photo sales training courses for chemists' staff tailored to suit their needs (details of the 1977-78 courses, in all of which developing and printing is a vital topic, will be available within a few weeks). Chemists are also encouraged to work closely with their photofinishers on promotions and Kodak supply free of charge to finishers display material such as "local events" window stickers. Also available to photofinishers is a slide and tape presentation to illustrate the care and attention lavished on films in a modern processing plant.



**PHILIPS**

# Philips 'topflash'. The revolutionary profit-maker built for the camera revolution.



Philips 'topflash' is the new generation flash, custom-made for the camera revolution.

For a start, it gives users twice the bulbs of a Magicube.

It's easy to use and good looking too.

And its small and slim. So it fits neatly into a pocket or handbag.

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## PHOTOGRAPHIC

# Colour prints: simple for the amateur

Although some chemist-dealers are already stocking the necessary chemicals for making colour prints or enlargements, there seems to be less interest in selling the equipment with which they are used. This is surprising, because modern colour processes have been very considerably simplified—and the simplification has, generally, not meant a drop in the quality of the final results. Concurrent with a reduction in the number of stages in processing there has been a marked reduction in the time required to produce a print or enlargement which can be inspected by the maker.

Most amateurs venturing into this field, having had experience in producing high-quality black-and-white pictures, already have most of the equipment needed for colour (dishes, measures, an enlarger and so on). They will also be familiar with the use of developing tanks. From this it is only a short step to using one or other of the processing drums that are now available for handling colour paper with much greater ease than dish-processing. A drum has the added advantage that, once loaded in the dark, work can be carried out in normal lighting—in the same way that a tank is used.

## One-shot working

A further advantage is the facility with which "one-shot" working can be employed—for every print or enlargement (as for every negative in a tank) fresh chemicals are used each time. This avoids contaminated or exhausted solutions and a high degree of consistency. Times and temperatures can be closely maintained to this end. Often, too, much bigger enlargements can be processed in a drum than would be possible in dishes of the size usually found in the average darkroom. And, although we are primarily concerned with colour in this instance, the same drum can be used for black-and-white working with the advantages outlined above).

There is a variety of equipment on the market, from simple manually-operated types up to motorised units more suitable for the advanced amateur enthusiast or small-scale professional user. Two of the simpler and less-expensive types will be described.

The first is the Paterson colour print processor, available in two sizes: (i) 8 x 10ins, with a facility for containing two 5 x 7ins prints or several smaller ones with one side approximately 5ins; (ii) 11 x 14ins, with similar facilities to the foregoing one. As in most other types, the working axis of the drum is horizontal, to ensure an even flow of solution over the surface(s) of the paper two opposed motions are manually effected. The first is

rotation of the drum and the second is an end-to-end oscillation induced by a spiral cam (slot) at the end opposite to the handle which can be seen in the illustration. An upstanding pin or peg in the base unit engages with this spiral slot to move the drum backwards-and-forwards between the moulded upright supports for it.

An important feature of this unit is the ease with which it can be taken apart for thorough cleaning after use—it is directly comparable with the series of film-processing tanks of the same company's make. It also has the common feature of rapid filling and emptying, again comparable with the negative-processing tanks. This makes accurate timing of each stage much easier.

Paterson also supply two processing kits. The first is Acucolor 2 for negative working and the second is Acucolor 3 for paper. The times and temperature involved in each case are also of interest. There are six steps in the processing of Kodacolor II or Vericolor II, for which Acucolor 2 is designed, totalling 15½ minutes at 38°C (100°F). Precise timing is essential and temperatures are critical, especially for the first (developing) stage.

Acucolor 3 is designed for use with Kodak Ektacolor 37RC (resin-coated) paper or other colour papers which use a similar processing procedure, such as Fuji-color type 8907 and Turaprint-3. Only four



Top pictures: General view and close-up of handle of Paterson drum. Below: Set of three Simma-color drums

steps are involved in this instance, with a total time of 8 minutes at a temperature of 31°C (88°F). In both of the processing operations the permitted variations from the specified temperatures are slightly different for the different steps, so that it is essential to follow the manufacturer's instructions exactly for successful and consistent results.

The foregoing covers the basic steps in using a processing drum, but the supplier also provides other essential accessories, such as colour filters and so on to ensure that the prospective user obtains the best possible results from his endeavours.

## See-saw motion

Another equally simple system is the Simma-color series of processing drums: there are four sizes in the range, of which three are illustrated: (i) H75, paper size 8 x 10ins; (ii) H78, 12 x 16ins; (iii) H79, 16 x 20ins and (iv) H80, 20 x 24ins. The method of agitating the solution within the drum is again simple (although different from that used by Paterson)—at each end of this drum there is an external narrow ridge around the circumference, which tapers from end to end, with the tapers opposite to one another.

During processing the drum is rolled backwards and forwards in the horizontal position so that the solution within it is washed over the print inside, first in one direction and then in the other. However, as the ridges at each end are (i) tapering and (ii) opposed to one another a longitudinal see-saw motion is also set up causing a wave-motion along the length of the tank.

This supplier also has a motor-driven base-unit available, in which the drive wheels are eccentrically mounted to simulate the wave-motion that takes place when the drum is manually rolled on a flat surface. Printing filter sets are also available to take care of colour corrections that may be required for different methods of working—additive printing (three separate exposures), subtractive printing (using a set of three filters) and reversal printing, making a print or enlargement direct from a colour slide or transparency. Simple calculators help in determining times and filter selections.

Before ending this brief introduction to the making of colour prints or enlargements by relatively simple means, mention should also be made of the Cibachrome process. With its use prints may be produced directly from colour slides or transparencies without the need to make an intermediate negative from which to work, as has often been necessary in the past. Very often a 2 x 2 slide is a unique picture and requests for copies of it by relatives and friends are now possible without a great deal of trouble. The chemist-dealer is in a fortunate position here because he or she can provide just that little extra encouragement which is necessary to engender more enthusiasm on the part of customers to everyone's mutual advantage. Paterson products are obtainable from the distributors, Rollei (UK) Ltd, PO Box 13, Wellingborough, Northants NN8 2RG.

Simma-color equipment is supplied by Photax (London) Ltd, Hampden Park, Eastbourne, Sussex BN22 9BG.

Cibachrome is a product of Ilford Ltd, Christopher Martin Road, Basildon, Essex.

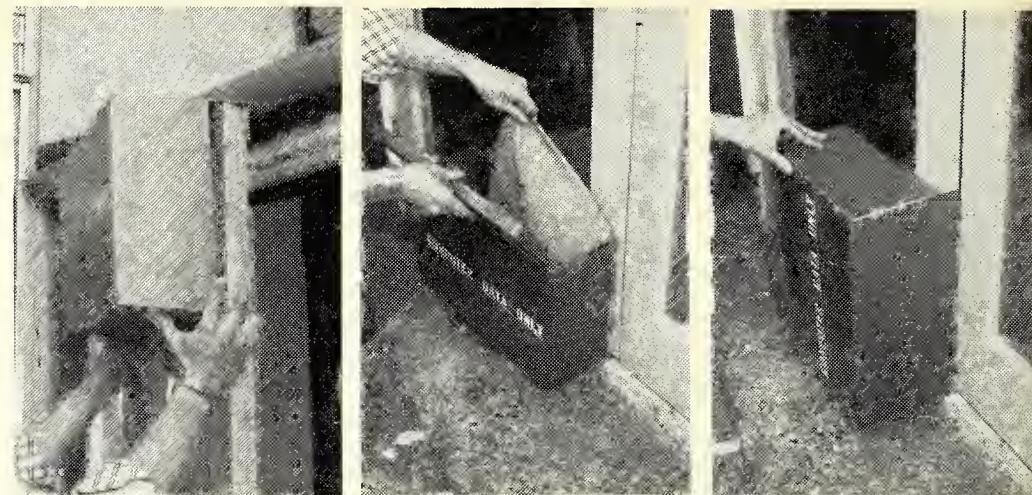
## PHOTOGRAPHIC

# More advertising by Agfa-Gevaert

Summer advertising by Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex, has been significantly increased this year both in its coverage of the media, and in its length. High frequency advertising (a total of 140 insertions) using 17cm x 2 column advertisements will appear in the *Daily Mirror*, *Sun*, *Daily Mail*, *Daily Express* and *Daily Record*. Among products promoted are Agfamatic pocket cameras. New Agfacolor CNS2 colour negative film, Agfachrome super 8 (in Valupaks with free *Movie Maker* promotion and Agfacolor CT18 (now at competitive prices and in Valupaks with free viewer offer).

Further heavy advertising is being directed at the photo enthusiast market, with the major photographic publications being used consistently from May to December—and all advertising in full colour. Items covered are the new Agfamatic Tele 2008 pocket camera, Agfachrome Super 8, Agfacolor CNS2, new 1035 and 535 compact 35mm cameras, Agfacolor CT18, and the range of Agfamatic pocket cameras. The advertisements will appear in *Amateur Photographer*, *Practical Photography*, *Camera User*, *S.L.R.*, *Photography*, *Movie Maker* and *Photo Technique*.

When introduced, the 110 system called for a negative film with far greater resolution than normal 35mm film to compensate for the small negative size. Agfa-



Cross of Enfield have recently introduced this versatile "night box" for processing work—the illustrations show some of the alternative positions. No rental is charged to the customer (see also p692)

Gevaert therefore introduced Agfacolor Pocket Special film, with a thinner base and thinner emulsion layers designed to reduce light refraction and produce sharper, less grainy film.

This technology has now been introduced into the larger format Agfacolor film. Designated "CNS 2" the new film is available in 35mm (12, 20 and 26 exposure), rapid cassette, 120, 127 and 620 roll film, 126 (12, 20 exposure cartridge), 110 (12, 20 exposure cartridge). CNS2 is processed in the same chemistry as its predecessor was.

## Ektachrome process E6

Claiming to be one of the first photo processing laboratories in Britain to install a processor for the new E6 Ektachrome which Kodak will be launching to the professional market in June, Hamilton Tait Ltd, Penicuik, Midlothian EH26 8BD, say they will also be able to handle any of the amateur E6 process films coming in to the UK from abroad.



The window to watch—Mr Basil Clarke (see p691) catches the eye of passers-by as well as keeping them informed inside the pharmacy

## Promotions in the first quarter

The pace of promotions across 22 product categories analysed by M.S. Surveys & Promotional Services Ltd quickened very considerably in March, with important effects on the five products in the chemist group. Figures compared with those of March 1976 are:

	March 77	March 76
Baby foods	10	9
Toiletries	149	109
Cosmetics	47	10
Hair preparations and shampoos	53	40
All medicinal products	4	9
—	—	—
263	177	—
—	—	—

Taking the first three months of the year as a whole this is how the five product categories compared in promotional performance against the same period last year, in percentage difference:

Baby foods	-17
Toiletries	+6
Cosmetics	+191
Hair preparations and shampoos	+10
All medicinal products	-6

Across the whole range of the 22 product categories measured, the average rate

of increase in promotions for the first quarter compared with the same period last year is seen as nine per cent. New product introductions have been running well above the rate for the similar period in 1976—for the first quarter the advance was 32 per cent. There were 45 introductions in the cosmetics category and 15 in toiletries.

The comparative picture of the types of promotions used in the first quarter of 1977, expressed as a percentage difference over the same period last year looks like this:

Reduced price offer	+22
Self-liquidator	+33
Give-away	-11
Contest	-24
Coupon	+2
Free mail-in	+1
Multi-pack	+26
New pack	-55
Banded pack	+60

Publication by M.S. Surveys of the specific details of February's promotions (contained in *Merchandising and Promotional Intelligence*, volume 13, no 2) shows that Boots had 25 promotions under way, all in the price-off style.



Staff at Vestrict's central photographic store preparing orders—any item not stocked by a local branch is normally delivered within a week. Details of ranges are available from the photographic products manager at Vestrict Ltd, Galleymead Road, Slough, Berks

**Big value for your customers.  
Big sales for you.**



Super 8 cinefilm comes in four film Valupaks, so you can sell more film, more easily, at your own prices. And there's a great promotion to attract your customers—FREE copy of Movie Maker (worth 40p) together with unique film making tips from the editor, Tony Rose. There is also a new Agfachrome Super 8 sound film.

New CNS2 is sure to be a best-seller, with improved resolution giving sharper prints and finer colour qualities.

Big value CT18, CT21 and CT126 in two film Valupaks at your own special price. Your customers get the well-known benefits of natural colour and rapid processing, together with FREE slide viewers, plastic frames and attractive storage box.



The popular Agfamatic 2000 and our latest baby, the Autostar Pocket. The Agfamatic 2000 is the most popular camera in our range. And now there's the Autostar pocket, our latest and least expensive. And of course there's the new Agfamatic 2008 Tele, with Philips Top Flash. Other Agfamatics are the 1000S, the 3000, 4000 and the Optima 5000 and 6000 top of the range Models. And of course there's the ever popular Autostar X 126 camera.

For basic trade prices contact your local Vestric branch.

# Vestric

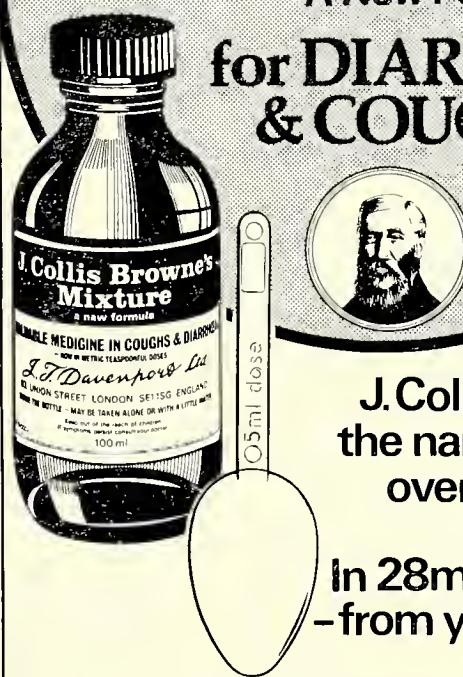
TRADE MARK

J.Collis Brownes<sup>®</sup>

**MIXTURE**

A New Formula

for DIARRHOEA  
& COUGHS



J.Collis Brownes—the name known for over 120 years.

In 28ml & 100ml sizes  
—from your wholesaler.

## Classified Advertisements

Situations Vacant ?

Hospital Appointments ?

Trade Services ?

Business Opportunities ?

Wanted ?

For Sale ?

A classified advertisement in Chemist & Druggist gets results.

Put it to the test by posting us your next ad. or by telephoning us on: 01-353 3212.

Mama Mia!

These **Verbania** photochromic sunglasses - they are so



## SUNSENITIVE VERBANIA

Get ready for the summer of the Sunsitive lens - the photochromic lens that gets darker as the sun gets brighter!

National press and T.V. advertising means sunseekers everywhere will be asking for Sunsitive Photochromic lenses. Stock the Verbania high-fashion range, and let the Sunsitive lens label do the rest.

**Verbania**

SUNGGLASSES WITH

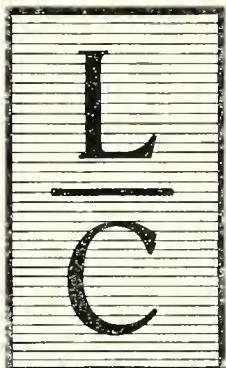
## SUNSENITIVE VERBANIA

PHOTOCHROMIC LENSES

*Sensitive to sunlight because your eyes are.*

**Vestric**  
SOLE U.K. DISTRIBUTORS

Ask at your local branch for package deals and discount details of the Verbania range of sunglasses with polarised and with Sunsitive photochromic lenses.



**NEW** Products from  
**LAKE & CRUICKSHANK LTD**

**Pseudoephedrine Hydrochloride**  
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# Professional News

Pharmaceutical Society of Great Britain

## General practice group to be reconsidered

Further consideration is to be given to the establishment of a general practice group in the Pharmaceutical Society. The Society's Council at its meeting last week had been discussing its policy (which was reaffirmed) that the chairmen of membership groups should be *ex officio* members of the Practice Committee. The Council also approved amended constitutions of the Industrial Pharmacists Group and the Agricultural and Veterinary Pharmacists Group.

In discussion at the Council meeting, Mr N. Baumber, referring to the first recommendation, pointed out that a good case was being made for yet another membership group, in that the retail section of pharmacy would not be represented by what appeared to be essentially co-opted representation from all other sectors of pharmacy. The Council was in danger of putting itself in the position of having too many additional co-opted chairmen on the Committee.

Mr C. C. Stevens was opposed to the chairmen attending "willy nilly" all meetings of the Practice Committee. It diluted the Council and shifted responsibility to other people who were not intimately concerned. They should only be present when their own minutes were presented and discussed. The president, Mr J. P. Bannerhan, pointed out that the second recommendation stated that the constitutions as set out be accepted, and the constitutions laid down that the chairmen should be *ex officio* members of the Practice Committee.

### unnecessary for chairman to attend

Mr J. Balmford supported Mr Stevens with respect to the first recommendation. In his view it was unnecessary for the chairman of a group to attend unless he had a job to do, namely, the presentation and explanation of the minutes.

Mr W. M. Darling felt that Council's aim in having the group chairmen present at all meetings of the Practice Committee was that they should help when other aspects of the practice of pharmacy were discussed. Arguing for consistency, Mr Darling said the Society had claimed that a pharmacist should be a member of the management team in the National Health Service, because it could not always be known in advance when a matter affecting pharmacy might arise or when a subject might, during discussion, give rise to points affecting pharmacy. Similarly there was a case for the specialised group chairmen to be present at Practice Committee meetings. Supporting that view, Mr C. Bloomfield said Council would look foolish if it rejected the recommendation. Years had been spent in negotiating a constitution with the Guild of Hospital

Pharmacists in order that hospital pharmacists should become a group within the framework of the Society, and it had been agreed that the chairman of the Group should be an *ex officio* member of the Practice Committee. That decision had been reaffirmed only a year ago.

Mrs J. Gilbert agreed that the groups should be represented on the Practice Committee, and suggested that there should also be a general practice group. Dr D. H. Maddock pointed out that Council members were elected to represent the whole of pharmacy, and he moved that a separate recommendation be included, namely: "That the Organisation Committee consider the setting up of a group concerned with the general practice of pharmacy". Mr W. H. Howarth seconded the proposal.

Mr Stevens moved by way of an amendment "That the Organisation Committee consider the setting up of a group to represent the interests of those in general practice pharmacy in general, and a subgroup to represent the interests of those who are employed in general practice."

### Financial considerations

Mr D. Dalglash suggested that the full financial implications should be considered. Council finally agreed that the whole matter should be referred back to the Organisation Committee for consideration and report in due course.

Support is to be given to pharmacists in the Isle of Man in setting up an Isle of Man branch of the Society.

Mr H. Steinman was thanked by the treasurer, Mr A. Howells, for the long and valuable service which he had given to the Finance and General Purposes Committee over many years, both as treasurer and as a member of the Committee.

The Society has sent to the Ministry of Agriculture, Fisheries and Food the letter containing its suggestions concerning the proposed "merchants' list" which had been agreed in draft at the April meeting of Council (*C&D*, April 23). The Practice Committee was told that the National Farmers' Union had refused the Council's invitation to discuss the letter before it was submitted.

The Society's suggestion is that animal medicines on the proposed "merchants' list" should be sold only by pharmacists, and by specified persons whose names would be included on a list to which no additions could be made after its initial establishment. In that way, full pharmaceutical control would eventually arise as the number of names on the list diminished. The Committee was told that the NFU welcomed the relaxation of the Society's attitude to merchants but considered that there was no point in holding a meeting to discuss the Society's pro-

posals as they did not go far enough. The NFU was not satisfied that existing merchants and personnel should be protected but wished to see a continuing situation whereby unqualified personnel could be recruited into the trade.

A statement of principles concerning the supply and storage of medicines in hospitals, prepared by the Society's law department, is to be sent to the Department of Health for consideration.

A firm of market development consultants which had notified the Society of its intention to conduct a survey of pharmacies prior to publishing a review of new products in retail pharmacy is to be told that the Society is not in support of its survey. That was recommended by the general practice subcommittee and agreed by the Council.

The Department of Health is to be informed that the Society welcomes its opinion, stated in a letter to the administrator of Staffordshire Family Practitioner Committee, that only pharmacists involved in business in an area affected by health centre development prior to a health centre proposal being published should be entitled to membership of a consortium.

It was reported to the Practice Committee that Mr Eric Deakins (Parliamentary Under-Secretary of State for Health and Social Security) had replied to the Society's recommendation that area and regional pharmaceutical officers should be exempted from the current review of NHS management. He had stated that no one particular group of management posts could be excepted from a review of all management costs. The review was being undertaken in the light of current constraints on the resources of health authorities and covered all management costs, not only staff costs. Nevertheless, Mr Deakins said, in undertaking it health authorities would be looking carefully at the functions which had to be carried out at each of the managerial levels.

It was reported that a meeting of Gloucestershire local joint committee on rural dispensing had discussed the dispensing dispute at Sedbury. The local pharmacists had put forward a number of proposals but the local doctors had not agreed to them. The doctors were to put forward counter proposals at a further meeting.

### Health campaign

A report was received by the Practice Committee of the meeting held on April 13 between representatives of the Society and of the Health Education Council to discuss a future major health education campaign. The Society had indicated that it would be prepared to co-operate with the HEC, and that its professional advice would be available. For example, the branches, the Press officers and the publicity machinery could help publicise the campaign nationally and locally. The Society pointed out that no funds were available for a health education campaign but a contribution in kind, as indicated, was freely available. If, when the campaign was finally planned, the HEC found its finances were not sufficient for the scale of project intended, the Society would be prepared to approach the Department of Health to ask for financial support for the campaign.

*Continued on p702*

# Leaflets on CRCs

Continued from p701

The Society is to ask the Department to produce leaflets, explaining how to use child-resistant closures, which could be distributed to general practice pharmacists through Family Practitioner Committees. The Society will also point out that many pharmacists issue such leaflets and that they result in a noticeable reduction in the number of complaints about closures. It will also be pointed out that an explanatory notice has been prepared for display in all hospital out-patient departments in Essex, and that Essex Area Pharmaceutical Committee is to consider at its next meeting the possibility of making the notice available to general practice pharmacists. The Department is also to be asked to carry out research into public resistance to the use of reclosable child-resistant closures.

The Practice Committee expressed concern at the number of doctors who are still using old-style prescription forms FP10. The Committee was told that a member of the Society's Council who had carried out a survey among 30 pharmacies with which he was concerned had found that during April, 32,716 forms had been dispensed of which 6,187 were of the old style. Of approximately 26,500 new forms used, in only 184 had the box, for indicating lengths of treatment, been used.

#### Health authority role

Mr M. Gordon is to represent the Society at a seminar, organised by Suffolk area health authority, on July 7, on the health authority's role and its relationship with advisory committees.

The Society is to write to the Department of Prices and Consumer Protection concerning proposed changes in provision of the Weights and Measures Act 1963 (Dentifrices Order) 1974. The changes would require, *inter alia*, dentifrices in tubes to be marked in millilitres, but there would be a proviso that cubic inches and cubic centimetres could be used until January 1, 1978. The Society is to ask the Department to extend the interim period to January 1, 1979.

It was reported to the Law Committee that the Home Office had replied to a joint letter, written in December 1976 by the Society's secretary and registrar (Mr D. F. Lewis) and the secretary of the National Pharmaceutical Association (Mr J. Wright), which requested an increase in the level of allowances paid to pharmacist witnesses. The reply from the Home Office stated that the Home Secretary appreciated that while the allowance was insufficient fully to recompense the witness, especially a self-employed one, for his loss of earnings or business, it was in fact intended only to alleviate hardship to those who could "least afford to suffer a reduction in income as a result of fulfilling their public

duty by attending court to give evidence". The letter concluded that the Home Secretary did not feel justified in taking any action to make an exception for pharmacists to the Regulations governing witnesses' fees.

The Committee was told that Mr Lewis and Mr Wright had written separate replies to the Home Office pointing out that the pharmacist, when acting as a witness, not only lost earnings but was also required to pay additional expenses for a locum.

A strong warning letter is to be sent to a proprietor pharmacist who had mailed a circular letter to all householders in a town approximately four miles from a new pharmacy taken over by his company. The letter referred to the opening of the company's "new chemists shop", and stated: "We will dispense your prescriptions . . .".

A warning letter is also to be sent to the superintendent pharmacist of a local co-operative pharmacy company which distributed to the local public a broadsheet including a feature headed "Make up to to best chemists in town". The feature said the parent society which owned the co-operative pharmacy company had "two druggists strategically located" in the town, and stated that "Every major line in cosmetics is available at these druggists . . .". A further sentence referred to "the full range of proprietary medicines".

The Pharmaceutical Society is to seek a meeting with the Department of Health to discuss the introduction of postgraduate education allowances for pharmacists who attend courses related to the provision of NHS Part IV pharmaceutical services.

The Education Committee was told that the Pharmaceutical Services Negotiating Committee had refused the Society's invitation to join it in seeking the meeting (C&D, April 23, p576) because it felt further discussion should await the development of a "more favourable climate". Nevertheless, the Society is to continue because unless agreement in principle were reached now, pharmacy would have to take its place among many other claimants on new NHS money when it became available. If the allowances were accepted in principle, they could be introduced at a later date when conditions were likely to be more favourable.

#### Research awards increase

The Society's research awards are to be increased in October, from £1,270 to £1,475 a year for students living away from home outside London, and from £1,388 to £1,655 for those living away from home in London, to keep in line with increases in grants awarded by the Department of Education and Science and the research councils.

The postgraduate education subcommittee is to consider a question submitted by a member of Council to the Education Committee: "Is this Council willing to take active steps to initiate a three-year postgraduate training course for pharmacists under the auspices of the Open University? The course would be designed to lead to a doctor of pharmacy (PharmD) qualification".

The president reported the recent meeting of representatives of certain health professions (C&D, April 16). He recommended Council should continue to explore the possibility of a loosely-knit

association of health professions for three reasons: The relationships between the professions would be improved; the view of pharmacy would always be taken into account; and the health professions could avail themselves of much more "muscle" than if they acted alone.

Mr Kerr was somewhat alarmed by the use of the word "muscle". Also, he said he had understood the purpose of the meetings was to discuss economies within the Health Service. There were wide differences of opinion about that with the group and disparate attitudes which were difficult to reconcile.

The treasurer, Mr A. Howells, was in favour of a further meeting but not too soon. He was also concerned about the differences between the various professions which were so great that he would hesitate to go into a political union with them. For example the medical profession was paid on a capitation fee basis, while pharmacists were remunerated by item of service.

Mr Bannerman said the first meeting had been called to see if there was any ground for coming together. There was both ground and need. He did not think any of the parties were thinking of a organisation as such. Dr Maddock suggested Council devote a Council meeting to the subject. There was reference to achieving unity within the professions but he had grave doubts whether there was unit within pharmacy. It was agreed to delay the next meeting until after the next Council meeting.

## Council members' record of attendance to be disclosed

Mr Lewis reported a request from members for attendance records over the past two years at Council meetings "as well as meetings of any standing committee of which they served" concerning retiring members of Council seeking re-election. It was requested that the information should be made available each year or publication of candidates' details.

Mr Stevens said he was in favour but it should only apply to Council meetings. Mr G. Walker pointed out the information was already disclosed in the Society's journal each month in the Council meeting report. Was information to be given concerning attendance at committee meetings? he asked.

Mr Balford said the extent of the work of Council members could not always be measured merely by the record of attendance at meetings. Work done on behalf of pharmacy outside the headquarters, for example at the Medicines Commission should be recorded as well.

Mr Sharpe proposed an amendment that standing committees be included which was carried, and it was finally agreed that the new arrangement would operate from the next Council election.

#### Non-pharmacists' teaching regretted

Disagreement on teaching by non-pharmacists in pharmacy courses was expressed by several members. The BSc degree in pharmacy of Manchester University, and the revised syllabus for the BPharm degree of Bath University were approved for registration purposes for a

period of five years, subject to any amendments during that period. The Education Committee recommended, and Council agreed, that in the letter of approval to Manchester, and in a separate letter to the vice-chancellor, it should be stated that Council was pleased to see no increase in undergraduate numbers since the last approval visit, and pleased to see tuition in patient services in relation to health care proposed for 1977-78.

However, in the letter of approval to Bath regret was to be expressed that part of the first-year pharmaceutical chemistry course was to be taught outside the pharmacy department. During discussion, Mr Dalglish queried whether Council was firm enough in merely expressing regret. It would be better to express strong disapproval he said. The teaching by non-pharmacists in the pharmacy course was a trend which must be reversed.

Mr Balmford agreed but pointed out

that it was university policy that surplus lecturers in the chemistry department should be used to teach some chemistry in the first year. In fact, the chemistry taught by non-pharmacists occupied less than 50 per cent of the teaching time. Although it was something the Society did not welcome, it was a university matter.

Mr Dalglish proposed an amendment to read "the Council strongly deprecates the necessity for part of the first-year pharmaceutical chemistry course to be taught outside the department and expresses the hope that there will be a real improvement in the situation before the next review". However, Mr R. Dickinson (deputy secretary of the Society) pointed out there was "service teaching" in many courses. Council ought to be consistent in its approach. Mr Balmford said that it reduced the staff student ratio because extra lecturers were being provided and therefore benefited the pharmacy department provided lectures

were integrated with the other lectures in pharmaceutical chemistry.

Mr Dalglish pointed out that in fact the number of staff at Bath was being reduced. One member of staff had retired, another was leaving and neither was being replaced. The president, however, said staff of schools needed Council's support and the amendment was subsequently lost.

Mr Lewis reported that Sir Frank Hartley, convalescing after an emergency operation, had been reappointed vice-chancellor of London University for a further period until September 1978, by which time he would have served in that capacity for two and a half years. He had also been elected vice-chairman of the Medicines Commission. Council agreed that congratulations be sent to Sir Frank.

Thanks were received from the president of the Royal Institute of Chemistry for a gift of Waterford crystal decanters made to mark the centenary of the RIC.

## Coming events

### Monday, May 16

**Enfield Pharmacists' Association**, Postgraduate medical centre, Chase Farm Hospital, at 7.45 pm. Annual meeting.

**North Metropolitan Branch, Pharmaceutical Society**, Clore theatre, University College Hospital medical school, University Street, London WC1, at 7.30 pm. Annual meeting and visit to sterile production unit.

### Tuesday, May 17

**Worlsey Branch, Pharmaceutical Society**, Wellcome Research Laboratories, Langley Court, Eckenham, at 8 pm. Annual meeting.

**Billing Branch, Pharmaceutical Society**, 36 Haven Green, London W5, at 8 pm. Annual meeting and "Anti-cancer drugs".

**Plymouth Branch, Pharmaceutical Society**, Greenbank Hospital boardroom, at 8 pm. Annual meeting.

**Teesside Branch, Pharmaceutical Society**, Hartlepool power station, at 7 pm. Conducted tour.

### Wednesday, May 18

**Worlsey Branch, Pharmaceutical Society**, Physic Garden, Royal Hospital Road, Chelsea, London W3, at 7.15 pm. Visit by advance application only to Mr J. G. Sutherland (650 2967).

**London Branch, Guild of Hospital Pharmacists**, West London Hospital, Hammersmith, London W6, at 7.30 pm. Sterile fluids unit visit.

**Pharmaceutical Society of Great Britain**, 1 Lambeth High Street, London SE1, at 7.30 pm. Annual meeting.

### Thursday, May 19

**Branch Representatives Meeting**, Pharmaceutical Society's headquarters, 1 Lambeth High Street, London SE1, at 9.30 am.

### Advance information

**Manchester and Salford Branch, National Pharmaceutical Association**: Harry Steinman testimonial banquet, Peacock Room, Piccadilly House, Manchester, June 18, at 7.30 pm. Tickets £0 from Mr A. Williams, 33 Firwood Mount, Cheadle, Cheshire SK8 4JY.

**Brighton Branch, Pharmaceutical Society**: inaugural meeting to establish local committee for 1981 British Pharmaceutical Conference. Postgraduate medical centre, Brighton General Hospital, Elm Grove, Brighton, June 29, at 8 pm.

**Aerosols 77**: Exhibition and conference on "Aerosols and the consumer", Brussels, September 20-23. Details, Brussels International Trade Fair, Palais du Centenaire, Brussels exhibition Centre, B-1020 Brussels.

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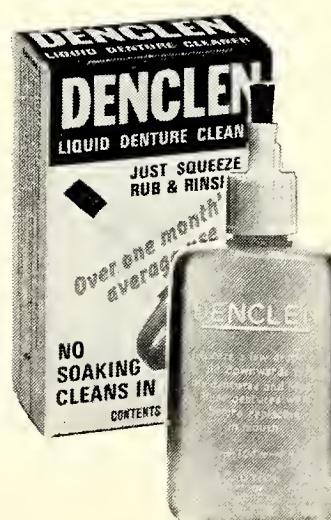
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## Company News

### Unilever profit drops though sales increase

Sales of Unilever Ltd in the first quarter of 1977 amounted to £998m and of Unilever NV £1,353m, making a total of £2,351m, 13 per cent above the £2,086m achieved in the first quarter of 1976. A new accounting basis has been used for calculating the company profits, so that comparison with previously published figures for 1976 is not feasible. The pre-tax profit of Unilever Ltd and Unilever NV combined in the first quarter of 1977 was £129.2m, compared with £133.3m calculated on the new basis for the corresponding period of 1976, a drop of 3 per cent.

In Europe the operating profit was slightly up, the significantly better results in the UK being largely offset by a deterioration on the continent. European margins for consumer goods were affected by inability to recover in full substantially increased raw material costs, sometimes due to price controls. Results from chemicals and animal feedstuffs were above 1976, but detergents and toilet preparations lagged behind.

### Satisfactory progress by NE Co-op Chemists

North Eastern Co-operative Chemists Ltd achieved a turnover of £2.2m in the year to January 8, compared with £2m in the previous twelve months. A service trades group was recently formed by the North Eastern Co-operative Society comprising pharmacy, travel, retail garages, funeral services and transport. Its turnover was £17.4m, an increase of 22.1 per cent over the previous year, and the chairman, Mr Hedley W. Whitehead, reported at the annual meeting on May 4 that all the departments in the group have made satisfactory progress.

### New liquids division

Pafra Ltd, adhesives manufacturers of Basildon, Essex, are forming a new division to develop quality and process controls, instruments and plant for use in the manufacture of liquids in the adhesive, paint, chemical, food, pharmaceutical and cosmetic industries. The division's head is research director, Mr Bryn Roberts, and products and services should be offered worldwide by early 1979.

### Akzo profit halved

Sales of Akzo Group in the first quarter of 1977 amounted to Fl 2,680m, about 5 per cent less than in the same period of 1976. The operating profit at Fl 85m, while considerably less than the Fl 128.6m a year ago, was better than in the second half of 1976. Net profit at Fl 11m was about half that of the first quarter of 1976



Dexion Autoflow conveyors carrying packages to the dispatch area in the finished goods distribution warehouse recently opened by Fisons pharmaceutical division at Loughborough

(Fl 21.6m), a result that the directors describe as "unsatisfactory".

The main reason was a large loss in the man-made fibres sector, and the company's operations in this field are to be re-organised. Sales of pharmaceuticals, consumer products and miscellaneous products were Fl 737m (Fl 809m in the previous quarter and Fl 823m in the first quarter of 1976), and operating profit was Fl 56m (Fl 59m, Fl 75m). The income from pharmaceuticals was stated to be satisfactory, but was lower than last year.

### Briefly

**Van Adelsberg & de Vries (GB) Ltd** have moved to Astra House, 16 Duck Lees Lane, Ponders End, Enfield EN3 7SR (telephone 01-805 6200).

**Hoechst** report a 4.5 per cent increase in group sales in the first quarter of 1977 with faster growth outside Germany than in the domestic market. First quarter profits were 7.1 per cent above last year's quarterly profit average. Utilisation of the company's plants was at a 73 per cent level in January, compared with a mid-1976 average of 81 per cent.

### Appointments

**P. Leiner & Sons Ltd:** Mr E. A. Osman has been appointed deputy chairman and remains joint managing director.

**E. C. De Witt & Co Ltd:** Mr Robert S. Clapton, managing director, has been appointed executive vice-president of the parent company in the USA. He is the president of the Proprietary Articles Trade Association (see p672).

**Albright & Wilson Ltd:** Mr John R. Wills has been appointed a director with effect from June 1. He is currently managing director of the detergents and chemicals group, which will no longer exist after June 1 and the six sectors comprising it will report directly to the head office in London. Mr Wills, who joined the company in 1961, has been in his present position since 1975.

# Market News

## Higher chloroform prices

London, May 11: Chloroform prices were raised during the week by about £25 per metric ton according to the size of the drum; bottle packs were also correspondingly dearer.

Demand for crude drugs was quiet but there were a number of interesting changes in the rates quoted. Among aromatic seeds speculative dealing in Dutch caraway sent the price up to £1,180 metric ton from £970 in the previous week. On the other hand maw dropped from £1,170 to £880. Jamaica devalued its dollar against the US dollar so pimento was down to £1,140 metric ton, cif from a pre-devaluation level of £1,460. Changes in botanicals were more or less equally divided between ups and downs. Dearer were Cape aloes, Peru balsam, cascara and ipecacuanha. Lower were Canada balsam, cherry bark, gentian root, hydrastis, lemon peel and witchhazel leaves.

The essential oil market was busy during the first part of the week with deals in Chinese citronella well to the

forefront so far as spot and new positions were concerned. However the latter part of the week became quieter with sellers still interested in off-loading. Although the China Fair is still in progress many of the UK buyers are expected to be back at their offices this week and brokers are hoping for a quick resumption of the normal trading pattern. Meanwhile the lack of interest in Brazilian peppermint (and menthol) during the China Fair may have been a contributing factor in the reduced quotations for those two items this week.

### Pharmaceutical chemicals

**Amylobarbitone:** Less than 100-kg lots £9.08 kg; sodium £10.56.

**Chloroform:** BP from £408 to £430 metric ton as to drum size. In 2-litre bottle £2.36 each; 500-ml bottle £0.96 each.

**Pethidine hydrochloride:** Less than 10-kg lots £34.69 kg. Subject to Misuse of Drugs Regulations.

**Phenobarbitone:** In 50-kg lots £10.8 kg; sodium £11.91.

**Quinalbarbitone:** Base and sodium in 25-kg lots £13.91 kg.

**Strychnine:** Alkaloid £60.00 per kg; sulphate and hydrochloride £45.00 kg, 5-10 kg lots, nominal.

**Succinylsulphathiazole:** £487 kg (50-kg lots).

**Sulphacetamide sodium:** BP £7.25 kg for 50-kg.

### Crude drugs

**Agar:** Spanish-Portuguese £5.60 kg spot.

**Aloes:** Cape £1.42 kg spot; £1.40, cif. Curacao no spot; shipment £1.98, cif.

**Balsams:** (kg) Canada: £11.25 spot; £11.00, cif for shipment. **Copaiba:** BPC £1.95 on the spot; £1.85, cif. **Peru:** £6.30 spot; £6.10, cif. **Tolu:** £4.00 spot.

**Cascara:** £1,000 metric ton spot nominal; new crop £940, cif.

**Cherry bark:** Spot £720 metric ton; £685, cif.

**Chillies:** Chinese Fukien £1,490 metric ton August-September.

**Cochineal:** Peruvian silver-grey £14.50-£14.75 kg spot; £14.40, cif. Tenerife black £18.50-£21.00, cif.

**Gentian:** Root £1.33 kg spot; £1.30, cif.  
**Ginger:** (ton, cif) Cochin £1,300. Jamaican (spot) £2,000. Indonesian £1,120. Nigerian split £850 (spot); shipment £820, cif; peeled £1,050. Sierra Leone £1,125 nominal.

**Hydrastis:** (kg) £9.40 spot; £9.25, cif.

**Ipecacuanha:** (kg) Costa Rica £5.00 spot nominal. **Jalap:** Mexican whole tubers basis 15 per cent, £1.80 kg spot; £1.65, cif. tubers £2.00. £1.30 spot; £1.90, cif.

**Lanolin:** BP in 1-metric-ton lots £0.92 per kg.

**Lemon peel:** Unextracted £1,200 metric ton spot; shipment £1,150, cif.

**Liquorice root:** Chinese £400 metric ton, cif. Russian £370 spot; £350, cif. Block juice £147 per 100 kg.

**Menthol:** (kg) Brazilian £10.00 spot and cif. Chinese from £11.80 duty paid; £10.55, cif.

**Pepper:** (ton) Sarawak black £1,545 spot; £1,440, cif. White £1,770 spot; £1,665, cif.

**Pimento:** Jamaican £1,140 ton, cif.

**Saffron:** Mancha superior £430 kg nominal.

**Seeds:** (metric ton, cif) **Anise:** China star £710 nominal. **Caraway:** Dutch £1,180. **Celery:** Indian £580. **Coriander:** Moroccan £700; Indian £530. **Cumin:** Egyptian £610, Iranian £625. **Dill:** Indian £265. **Fennel:** Egyptian £230. **Fenugreek:** £150. **Maw:** £880.

**Squill:** Italian new crop £1,000 metric ton, cif. Indian £180 spot; £140, cif.

**Witchhazel leaves:** Spot £2.30 kg; £2.00, cif.

### Essential and expressed oils

**Almond:** Sweet in drum lots £1.20 kg duty paid.

**Cade:** Spanish £1.20 kg.

**Citronella:** Ceylon £1.30 kg spot; £1.37, cif. Chinese £2.35 spot; £2.45, cif.

**Fennel:** Spanish sweet £10.50 kg spot.

**Olive:** Spot ex-wharf. Spanish (subject to EEC levy) £1,320 per metric ton in 200-kg drums ex-wharf; French/Italian origin £1,330 duty paid. Tunisian not offering.

**Origanum:** Spanish £14.50 kg spot for 70%.

**Pennyroyal:** No offers.

**Peppermint:** (kg) Arvensis—Brazilian £6.35 spot and cif. Chinese £6.00 spot and cif. Piperata, American Far-West about £33.00, cif.

**Rosemary:** £5.75 kg spot.

**Spearmint:** (kg) American Far West £18.50. Chinese spot £12.00 kg; shipment £11.55, cif.

**Thyme:** Red £12.10 kg for 45-50%.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

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The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

For additional information, or to apply for assistance, write to :  
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**Screen 100.**

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2. it is in a business employing fewer than six persons, or
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